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Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 4

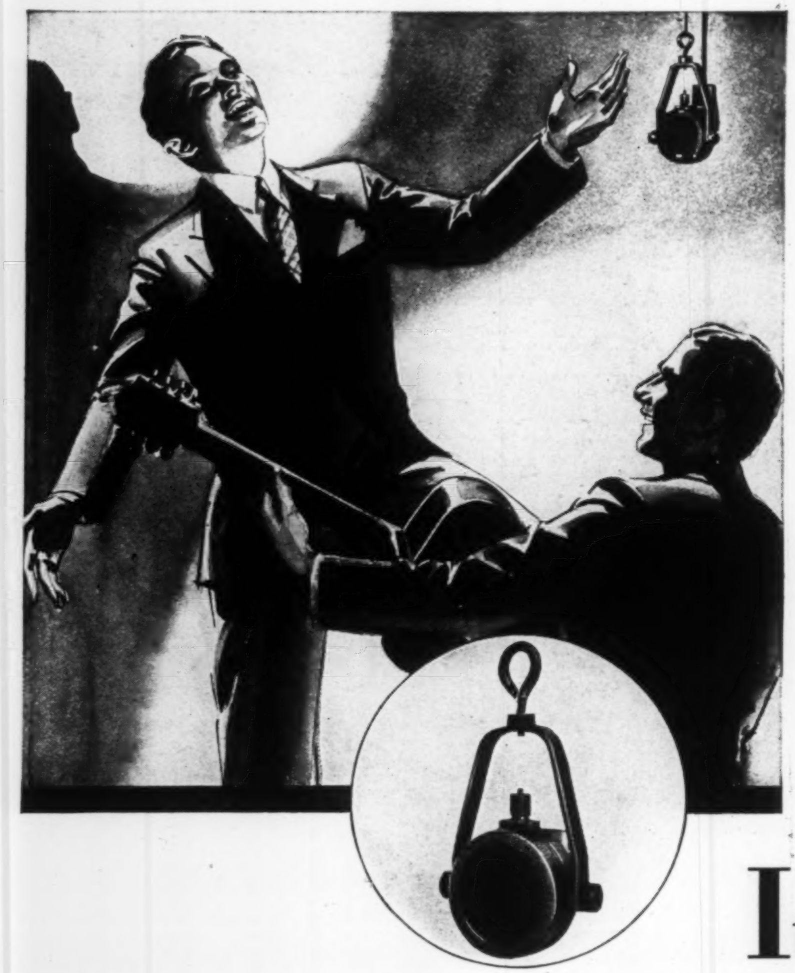
NRA MEMBER U.S. WE DO OUR PART

Canada and Foreign
$4.00 the Year

WASHINGTON, D. C.
AUGUST 15, 1933

$3.00 the Year
15c the Copy

NRA MEMBER U.S. WE DO OUR PART



It helps your station's stars to shine *more brightly*

The Western Electric Moving Coil Microphone provides clear, undistorted pick-up—helps to put your programs on the air at their very best. This equipment—which assures uniform response throughout the range of audible frequencies—is not affected by changes in temperature, humidity or barometric pressure. ¶ Today's improved single microphone technique was made possible by the Moving Coil Microphone—a development of the Bell Telephone Laboratories. Available in desk, floor and suspension mountings, you can use it to cover a single artist or an entire symphony orchestra. ¶ For highest quality and fidelity of tone reproduction, rely on the Western Electric Moving Coil Microphone.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

GRAYBAR ELECTRIC CO. **B 8-33**
Graybar Building, New York, N. Y.
Gentlemen: Please send me full information on the Western Electric Moving Coil Microphone.

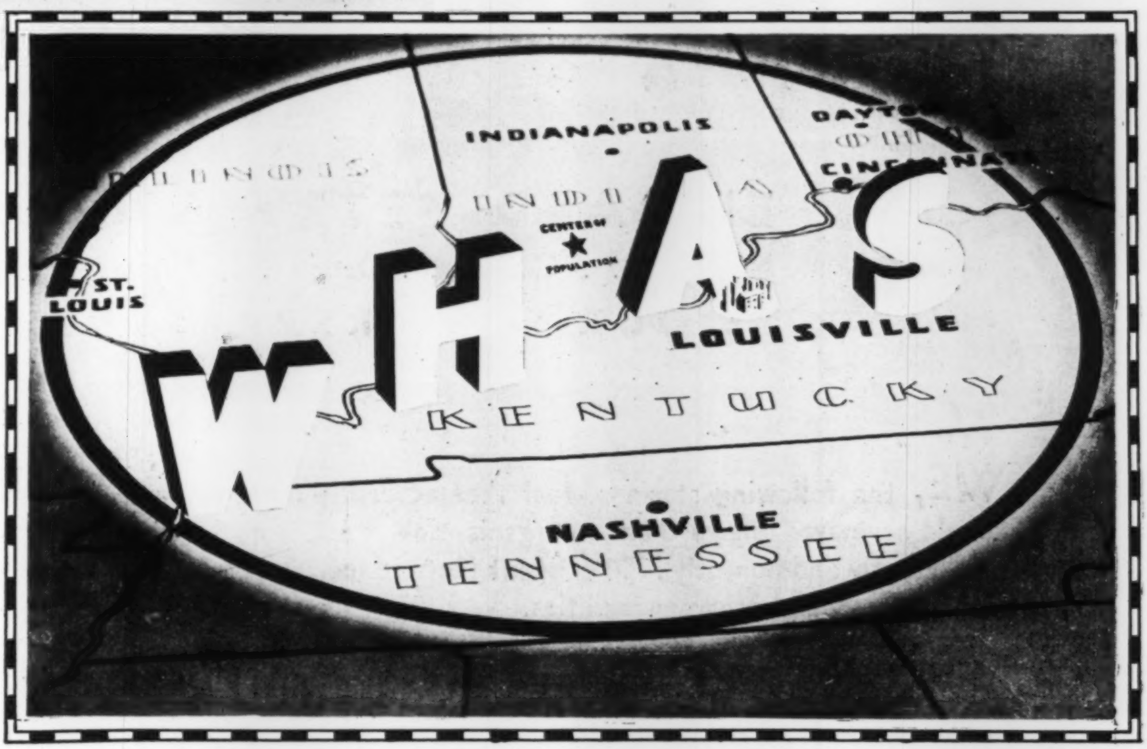
NAME...

ADDRESS..

CITY...STATE..................

POWER *and* PEOPLE

25,000 WATTS


INDIANAPOLIS
DAYTON
OHIO
CINCINNATI
ILLINOIS
INDIANA
CENTER OF POPULATION
ST. LOUIS
WHAS
LOUISVILLE
KENTUCKY
NASHVILLE
TENNESSEE

CLEARED CHANNEL

820 KILOCYCLES
•
365.6 METERS

CONTINUOUS TIME

As the nearest high-powered station to the Center of Population, WHAS offers the two essential factors to successful radio advertising — Power and People — hundreds of thousands of listeners who are potential consumers of advertised products.

This station, owned and operated by The Courier-Journal and The Louisville Times and strategically located in the heart of the Ohio Valley, is the logical station through which to reach the Middle West. Insist on WHAS carrying your radio schedule.

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

Represented Nationally By EDWARD PETRY AND COMPANY
17 E. 42d St., New York City — Wrigley Bldg., Chicago — Russ Bldg., San Francisco

Only one!

EDWARD PETRY & CO., Inc.

New York . . Chicago . . Detroit . . Atlanta . . San Francisco

IS OUR SOLE REPRESENTATIVE

WE, the following stations, feel that advertisers and advertising agencies should have available to them an organization which is qualified to present . . . intelligently and honestly . . . pertinent facts concerning our markets, coverage, management, and program facilities.

Therefore . . . we have selected, as our sole representative, Edward Petry & Company, Inc., because its personnel is comprised of trained advertising executives whose success is not dependent alone upon sales strategy . . . but upon ability to work capably and harmoniously with the agency and the advertiser in the successful execution of their broadcasting campaigns.

To make this service available to you it has been necessary for us to eliminate all brokers . . . general representatives . . . and transcription companies.

Orders are acceptable only direct or through Edward Petry & Company, Incorporated. All billing and collecting will be done by the station.

City	Station	City	Station	City	Station
Atlanta	WSB	Houston	KPRC	Norfolk	WTAR
Birmingham	WBRC	Indianapolis	WFBM	St. Louis	KSD
Bismarck	KFYR	Kansas City	WDAF	Salt Lake City	KSL
Buffalo	WBEN	Louisville	WHAS	San Antonio	WOAI
Dallas	WFAA	Memphis	WMC	Shreveport	KTBS
Detroit	WWJ	Milwaukee	WTMJ	Tampa	WDAE
Fort Worth	WBAP	Nashville	WSM	Tulsa	KVOO
Hot Springs	KTHS	New Orleans	WSMB	Wichita	KFH

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and
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Mexico's Demands Break Up Wave Parley

By SOL TAISHOFF

Reallocation in U.S. Postponed as Status Quo is Retained; Future Diplomatic Pact Feared; Perry Rapped

UNABLE to reach an agreement with Mexico on the allocation of exclusive channels, the North American Radio Conference at Mexico City adjourned Aug. 9, failing completely in its mission. More than a fortnight ago the conference reached an impassé when Mexico demanded a minimum of 12 clear channels, whereas the American delegation was prepared to relinquish only three or four. At that time all hope of conciliation was abandoned.

Because of the deadlock, the conference did not consider allocations to other Latin American nations represented at the parley. Failure to reach an accord, forced in no small measure by the border station controversy, means that the status quo will be maintained insofar as assignments of stations in this country are concerned.

Reallocation Postponed

MOREOVER, it is evident that the dissolution of the conference will mean indefinite postponement of whatever plans the Radio Commission may have had for a sweeping reallocation of station assignments in this country. While a realignment is not completely out of the question, the necessity for any immediate action along that line now has been eliminated. The trend is more toward a minor shift, possibly within the next year, with the aim of improving sectional difficulties, possibly by introducing an entirely new class of stations from the standpoint of power.

With the American delegation now en route to Washington, little is definitely known as to what immediate steps will be taken as an aftermath of the conference. In broadcasting circles it is felt that the "folding up" of the parley was much more desirable than any acquiescence to the demands of Mexico and the expected demands from the Latin American nations, which heretofore have been nonentities in broadcasting.

Broadcasters Apprehensive

SOME APPREHENSION naturally is felt about the secret conferences held by the American delegation with the Mexicans. There is a possibility, it is feared, that these conferences may have laid the groundwork for a future exchange of diplomatic notes between the nations with the objective of working out a distribution of frequencies along the lines of the U. S.-Canadian agreement of May, 1932. Broadcasters fear their own channels may thus be bartered away with no chance to be heard in protest.

Talk also has developed concerning the possibility of a new conference, as a sequel to the Mexico City sessions, in Washington. Only Mexico, Canada and the United States, it is reported, would be involved, they being the powers having the most at stake. The lesser Latin American countries could be cared for on a shared frequency basis, it is believed.

One report is that if the demands of all of the Latin American countries had been granted at Mexico City, 43 of the 96 channels in the broadcast band would have been lost by the United States and Canada. Mexico's frequency demands were used by the other Latin nations as the yardstick for their own purported requirements. The Latins, it was evident, also resented the secret conferences between the American and Mexican delegations.

Mexico's untenable demands, according to reports from observers at the conference, were stimulated too by the propaganda spread among the Latins by Armstrong Perry, lobbyist for the National Committee on Education By Radio, who arrived well in advance of the parley's opening July 10. Prepared statements, the tenor of which was to impress upon the Latin countries that the United States has more frequencies than it needs, were furnished by him to all delegates and observers except those representing the United States.

Perry's propaganda included the material against commercial radio he and his organization have been circulating in this country. Echoes of his activity, obviously weakening the stand of the American delegation, were heard everywhere as boomerangs to whatever the American delegation proposed.

Perry, Brinkley Blamed

PERRY'S operations, coupled with the activity of agents of Dr. John R. Brinkley, former Kansas broadcaster now operating XER at Villa Acuna, Mex., across from Del Rio, Tex., are partially blamed by returning observers for the wreckage of the parley. Brinkley was represented by nearly a dozen agents, with former Vice President Curtis as his "observer."

The upshot of the month's deliberations has been agreement on several technical matters of little general interest to the broadcasting industry. During the first week the conference did agree on a 10-kilocycle separation between channels and a 50-cycle limitation of deviation from assigned frequencies, both of which should aid somewhat in the elimination of interference.

Agreement also was reached on the allocation of frequencies from 1,500 to 6,000 kc. for services other than broadcasting. The way is left open, it is reported, for possible

(*Continued on page 50*)

BROADCAST CODE TAKING SHAPE

Enlarged NAB Committee Making Preliminary Draft Upon Basis of Responses to Questionnaires

UTILIZING basic data obtained from station replies to questionnaires, the NAB is taking steps to expedite a code of fair competition for the broadcasting industry for submission to the Industrial Recovery Administration. Present indications are that the code will be completed within a fortnight, after which NRA will be asked to approve and make immediately effective the hours of labor and wage provisions of the code as substitutes for the terms of the President's blanket reemployment agreement, which most stations already have signed.

To devise a tentative draft for the code, an enlarged NAB code committee was to meet at the St. Regis Hotel in New York Aug. 14 at the call of Philip G. Loucks, NAB managing director and acting chairman, in the absence of President Alfred J. McCosker, WOR, Newark. The committee will have before it returned questionnaires from some 200 stations, which was considered a sufficiently comprehensive nucleus.

48-Hour Week Satisfactory

THESE returned questionnaires indicated that the President's blanket agreement did not work undue hardship on stations insofar as hours of labor and wages are concerned. It seems apparent, according to Mr. Loucks, and Prof. Herman S. Hettinger, NAB research specialist, that a 48-hour week will be satisfactory to virtually all stations and that few deviations from the blanket agreement will be necessary.

The enlarged committee was to include G. A. Richards, WJR and WGAR; F. M. Russell, NBC Washington vice president; H. C. Butcher, WJSV; Louis G. Caldwell, Washington radio attorney as proxy for Quin A. Ryan, WGN; John Shepard 3rd, Yankee network, and I. Z. Buckwalter, WGAL. Several NAB board members as well as other members indicated that they would attend the New York meeting. The original committee, appointed by President McCosker July 26 consisted of the first three members named, together with Messrs. Loucks and McCosker. It is probable that the committee will be enlarged further in order that all classes of stations and all sections of the country may be represented.

Possible Code Chief

REGARDING the assignment of the projected broadcasting industry code to a deputy administrator, John M. Hancock, NRA executive officer, declared that until the code itself is submitted no actual assignment will be made. He declared that, tentatively, the code has been assigned to Sol A. Rosenblatt, deputy administrator, who has been given virtually all of the amusement industry codes.

Mr. Rosenblatt, a practicing at-

(*Continued on page 16*)

XUM

Mexican Conference—An Evaluation

Radio Attorney Sees Practical Advantages in Parley Failure; May Forestall Reallocation, Lift Powers

By PAUL M. SEGAL

FIRST of the observers at the Mexico City wave length conference to return to Washington before this issue of BROADCASTING went to press, Mr. Segal, well-known Washington radio attorney, was asked to write his views on the parley. What he says here will be heartening to many broadcasters; he calls the failure of the conference a "complete blessing" from the standpoint of the welfare of existing American stations, though perhaps "a legal and engineering calamity." He predicts that the high power border stations are but temporary phenomena that will disappear with the coming of economic order into broadcasting and the fact that advertisers must recognize that service to the American audience can best be obtained from American stations.

Mr. Segal

IT WAS in an effort to eliminate interference and to provide for the growth of indigenous Mexican radio service that the United States Delegation attended the Conference in Mexico City to see whether some amicable allocation of facilities might be made to Mexico so that it might operate its radio stations without interference of this character. It should also be pointed out that a conference was necessary to revise the North American medium frequency treaty, covering the range 1,500 to 6,000 kc.

It is, of course, apparent that no prospect of success could attach to a proposed conference of this character unless (1) Mexico was willing to forego high-power broadcasting, or (2) the United States was prepared to remove existing United States stations from an adequate number of frequencies within the broadcasting band, or (3) a method could be successfully elaborated to create additional broadcasting facilities outside the present broadcast band, and thus make facilities available to Mexico, either (a) by persuading that country to take the newly-arranged-for frequencies, or (b) by removing existing United States stations to such frequencies, thus clearing for Mexican occupancy frequencies in the 550 to 1500 kc. range.

When the United States delegation left for Mexico City on July 4, 1933, it did not take with it any adequate proposal within any of the above classifications. This is, of course, no criticism of that delegation, inasmuch as it was able to take with it only such proposals as had been agreed upon by the various conflicting interests within the U. S. A. who might be affected by concessions.

Stumbling Blocks

THE STUMBLING blocks, therefore, imposed between our delegation and an accord at Mexico City can be summarized as:

1. The inability of American interests to agree upon a plan which might be openly presented to the Mexican government as adequate to provide space for Mexican stations,

2. The absence of any history indicating a definite position on the part of our State Department with regard to border stations in Mexican territory causing interference to U. S. A. stations, but operated by citizens of the U. S. A., and presumably subject to the control of this Government,

3. The fact that, as the interference-producing country, Mexico occupied a tactical position which was strengthened (a) by the holding of the conference in Mexico City, and (b) by the presence at the conference of representatives of other Latin American countries who might be expected to make demands of their own once the question of clearing frequencies became material.

Conference Foredoomed

THESE difficulties operated to prevent the culmination of any agreement at Mexico City. The position of the United States had not been sufficiently consolidated to bring about the surrendering of any considerable number of frequencies; Mexico was able to take advantage of dissent within the broadcast industry of the United States; as the country licensing the interfering stations, Mexico was in a position to await the making of definite proposals by the United States, or to adhere to its own proposals with complete patience. An impassé was arrived at and no agreement with reference to broadcasting was possible. This became apparent early in the conference, and was definitely indicated by July 26. From that date on nothing but formalities remained.

What is the effect of this development upon the broadcasting industry within the United States? May it be regarded as favorable or unfavorable; does it contain germs of serious future danger to that industry?

In BROADCASTING exactly a year ago, at the request of the editors, I outlined the factors that appeared to me to indicate that the widening of the broadcast band as an American matter was undesirable. In that article I undertook to summarize the economic and financial difficulties which have confronted the average American broadcasting station since 1926, inordinate competition for advertising, programs, listener interest, disproportionate financial returns without regard either to broadcasting or business ability, constant attacks both upon individual stations and the industry as a whole, etc. I then stated:

> "We are entering into the period when broadcasting stations are to become safer from attack, when there are to be fewer hearings, less moving of stations from unprofitable areas into cities, there only to compete with existing services that are themselves having difficulty. Possibly the most important recent development has been the end of the so-called 'general reallocation' because of certain decisions of the courts, and the impracticability of making such general reallocations from a technical standpoint in accordance with the legal rules now established. The termination of this sort of enterprise may be bad engineering. It has been claimed that it is bad law. But it is good economics. The day has come when a broadcaster must have security in his business. If he is to serve public interest, convenience and necessity he must pay his bills and earn a living."

Meant a Reallocation

HAD ANY agreement been arrived at in Mexico there would have been the equivalent of a general reallocation of broadcasting stations within the United States, insofar as concerned either the entire spectrum or a selected number of stations. It must be borne in mind that from this reallocation no station would necessarily have been safe, nor would there have been placed in the hands of any station management the means of protection or prevention. Private industry was not officially represented at Mexico City. Conferences and meetings were secret and no broadcaster knows but that his frequency might have been involved in such a reallocation. This would have been all the more true had any effort been made to settle the Mexican problem by a widening of the broadcast band, because, as

(*Continued on page 40*)

WBBM Becomes Sole CBS Outlet On Nov. 1; Service Ends To WGN

TERMINATION, effective Nov. 1, of its contract with WGN for use of its facilities as a Chicago outlet for CBS programs, was announced Aug. 10 by CBS. WBBM, owned and operated by CBS, will become the lone Chicago key of the network on that date.

For the last two years, CBS has used selected evening hours over WGN for CBS commercials because of a time-sharing schedule maintained by WBBM with KFAB, Lincoln, Neb., which uses the same clear channel. CBS now has rearranged operating hours with KFAB so that it uses evening hours up to 10 p.m., and operates simultaneously with KFAB during daylight. The new status of WBBM will give network programs right-of-way, leaving the station open to fewer spot accounts.

Inauguration of the new policy for WBBM was revealed in a booklet to advertisers and agencies published by CBS. The booklet stated: "It (CBS) terminates its cordial affiliation with Station WGN, the present alternate Chicago outlet for its programs; and wishes to take this opportunity to express its deep appreciation of the assistance and the cooperation by Station WGN and its staff throughout the period of affiliation with Columbia."

Plans of WGN, operated by the CHICAGO TRIBUNE, after Nov. 1 have not been divulged, nor has CBS indicated whether it will use any other Chicago stations as CBS outlets after 10 p.m. when WBBM signs off because of its time-sharing schedule.

NBC Invites Reith

THE POSSIBILITY that NBC may move its New York studios and offices to the RCA Building in Rockefeller Center in October is seen in the invitation extended by M. H. Aylesworth, NBC president, to Sir John Reith, director general of the British Broadcasting Corp., to participate in the opening ceremonies. Whether Sir John can accept has not yet been indicated in advices from abroad, which state that Mr. Aylesworth mentioned October in his letter of invitation. No formal announcement of its moving date has yet been forthcoming from NBC, although various reports have been circulated that it will move next December.

Hudnut Expanding

HUDNUT SALES Co., New York (cosmetics) a division of William R. Warner Co., on June 26 started "Marvelous Melodies," 15-minute transcription, on four stations, and by the end of August will have it placed on 16 stations. Program introduces new "Marvelous" line of beauty preparations, and features a lipstick giveaway with every box of face powder purchased. Account is handled by Calkins & Holden, New York, and is on a five-times-a-week schedule for 13 weeks. Columbia Phonograph Co. produced the recordings.

Commercial Talks That Listeners Applaud

By FRANK W. HARWOOD
Vice President, Lennen & Mitchell, Inc., New York

Old Gold Announcer Astounded as Audience Cheers; Inquiry Uncovers Letters Praising Announcements

THE GOAL of every advertiser is to interest listeners as much in his commercial announcements as in his program of entertainment. Such a triumph is claimed by the agency which handles the Old Gold cigarette account, which recently renewed on the largest single hookup, 86 CBS stations, during one of the darkest periods of the depression. That the Old Gold sales messages were pleasing was discovered when the program moved to Carnegie Hall. David Ross' announcements rivalled Fred Waring's Pennsylvanians in the applause received. A check-up showed that listeners had been writing in praise of the style of announcements right along.

Mr. Harwood

IN COMMON with other advertising agencies, one of our biggest problems in producing radio programs intended to be integral parts of advertising campaigns has been the treatment of commercial announcements.

As far as the sponsor and his agency are concerned, the advertising message in a broadcast is its most important part. All sorts of solutions to this troublesome problem have been suggested, even to the seriously meant and well-intended suggestion that the advertisements be eliminated altogether from radio programs. But that would be no solution because without the advertising announcement the whole purpose of the broadcast would be ignored.

Prejudice Held Exaggerated

PERSONALLY, I have never believed the radio public was as antagonistic to the spoken advertisements inserted in the entertainment as many have been led to believe. I always have thought that the majority of listeners realize that programs must have economic support, and that in the main they accept quite willingly the advertising that goes with the entertainment.

There is a difference, however, between mere acceptance and close, cordial attention. To gain the latter is the real problem. I do not believe the former ever was a problem to any considerable extent.

Our recent experience in the advertising of Old Gold cigarettes over CBS was an eye-opener. For this program we use the largest hook-up ever engineered for a commercially sponsored program. Every Wednesday evening we employ 86 stations of the CBS chain, making the program available to 96 per cent of the population of the nation. The experience of which I speak was so uncommon that I believe it will be of interest to all advertisers and producers of commercially sponsored radio programs.

Applause Proves Surprise

WE WANTED to make it possible to present the Old Gold program before a large attending as well as listening audience. To that end we engaged Carnegie Hall in New York City. Carnegie Hall is the most renowned concert auditorium in the United States. It seats 3,000 persons. For several decades it has been the home of the finest concert and choral organizations in New York.

The first Old Gold program, with Fred Waring and his Pennsylvanians, was given there on July 5. When David Ross, of the Columbia chain acting as announcer, finished reading the commercial announcement that evening, he was greeted with thunderous applause in the same measure and with the same enthusiasm that had been so generously accorded to Mr. Waring and his entertainers. Mr. Ross was so taken by surprise that he lost his usual easy presence and stared open-mouthed at the immense audience beyond the footlights. Later, when he had recovered his aplomb, he half-seriously, half-humorously spoke of the happenings as "the triumph of my commercial career."

The business representatives from CBS were thunderstruck. Such a thing had never happened. As they put it, they "never expected to live to see the day when an advertisement would be applauded." They tried to fathom the reason and finally decided that it must have been due to the fact that it was our first night in Carnegie Hall.

But lo and behold! It happened again on July 12. And still again on July 19. (Presumably it will continue to happen.) Here was material of another order. This was not a flash in the pan; this was something real. So we started to dig a little deeper. We went through the mail which had been coming in in increasing volume long before we forsook the studio to place our broadcast in Carnegie Hall. In the mail we found the explanation. It was there all the time.

The explanation is that the audience genuinely liked the commercial announcements and many listeners had taken the trouble to write in and say so. The liking was spontaneous, but there was not available an easy method of expressing it. At Carnegie Hall the method was easy and wholly natural. There they were, 3,000 in the audience, and they could express their approval in a natural manner. Hence the applause. Millions scattered in their homes all over the nation could not do this. Their letters, however, revealed that they felt about the radio advertising much the same as did those in the Carnegie Hall audience.

Some Words of Praise

A FEW sample excerpts from letters show this clearly.

A St. Louis man engaged in the automobile business, wrote: "Your 'plugging' is so fair and refreshingly different."

A Hartford, Conn., merchant wrote: "You are handling your advertising in a very dignified and yet convincing manner without detracting too much from the listener's entertainment, which is the common fault of many radio programs."

An apartment house dweller in New York City wrote: "You have overcome the dull monotony. Your advertising manners are agreeable. You haven't the bulldozing type of salesmanship, no bragging, no false statements, no endorsements by kings and queens. Yet it reaches out and touches the listener. You sound earnest, so much so that you convey to a person the idea that he should try your product just for the sake of fair play."

A Cincinnati steel manufacturer wrote: "May I congratulate you on the high class of advertising heard on the Old Gold program. I consider it as excellent as the musical part of the program and it is my suggestion that sponsors of other programs use Old Gold advertising as a model."

An Editor Pays Tribute

A NEW YORK editor wrote: "Best of all is the wonderful way in which you are getting over your commercial announcements on Old Gold cigarettes. I think they are the smoothest sales talks I have ever heard."

A suburban resident of New York wrote: "Keep up the smoothness of your program and I know that the smoothness will never leave Old Gold. It was your idea of fair play that made me give Old Gold a fair try. And am I glad I did!"

A Bostonian wrote: "You have a most novel and pleasing way of advertising. Your fairness is admirable. Certainly if a man is not prejudiced your logic will surely persuade him at least to try Old Gold."

These sample excerpts are typical. In my opinion they are proof that the commercial advertising in radio programs, heretofore considered so hazardous in the effect on audience attention, is not so hazardous after all.

The real problem is to make the commercial announcement as interesting as the program. If the program is first-rate and the advertising measures up to the entertainment standard, there will be no danger of losing the audience. The public apparently is of a mind to be fair about it. They simply want advertisers to be fair with them.

"President's Parade"

FLASHES from Washington, local speakers and heads of local companies reading statements that they have signed the code are featured in "The President's Parade", a 15-minute daily band program dedicated to NRA being featured on KSTP, St. Paul. In addition the station is regularly carrying spot announcements through the day varying in length from 15 seconds to two minutes. The nightly band program spots are sold to the local companies at $15 each and 10 companies are carried each night.

Realignment of Buying Power Under New Deal Seen by Muir

Advertising Coming Into Its Own Under NRA, Says Deputy, Hailing Death of Chiseler

THE NEW DEAL is bringing about a realignment of purchasing power that will necessitate the use of intelligent advertising and new merchandising methods if public buying demand is to be revived, according to Malcolm Muir, deputy administrator of the National Recovery Administration and president of the McGraw Hill Publishing Co., on leave.

Speaking to the New York Advertising Club on Aug. 3 in a speech that was broadcast, Mr. Muir enlarged on "the opportunities the future should hold for merchandising and advertising ability."

"Whether we like it or not, we are faced with a realignment of purchasing power", he said. "We must find out where this purchasing power will be and what it will buy. We must chart a new consumer map.

Appeal to Pioneer Spirit

"OLD MARKET evaluations, old methods of distribution and old advertising policies are *out*. The New Deal may be accepted as a catch phrase. It is not. It means new consumers, new trading areas, new merchandising methods. It means specifically that advertising as a great and constructive force in merchandising should at last come into its own. You and I know that the price cutter was the biggest builder of profitless prosperity. He was the foe of sound, constructive advertising. All this should change, if goods and services are to be sold on a basis of quality. As I have said before, it offers a challenge to the best of our business, our merchandising and our advertising talent.

"If the time permitted, I could elaborate on this theme indefinitely. It is one that stimulates the imagination. It appeals to all of the creative and pioneering spirit that is still a great part of our American heritage. I hope that the members of this Advertising Club and all of those who have in the past blazed the merchandising and advertising trails throughout the American markets, will be the first again to lead the way.

"Is there a self interest appeal in all this for advertising? Yes, decidedly yes. But there is a broader social responsibility and implication as well. I know of no force that can be used more effectively to recreate confidence on the part of the consuming public, to unlock the pocketbooks, of those who have been afraid to buy, to tap the resources of those new income classes, created by the New Deal. I am not referring to a 'buy now campaign' or any such 'ballyhoo' but to that intelligent, constructive force 'advertising' which can do so much to create demand through an awakened and revitalized America.

"I have no patience with the laggard or cynic. This is no time for either one. A few have asked me, 'Will the New Deal work?' My answer is, 'It must'! America chose its course last November. We are now in the middle of the stream. There is no turning back. There lies ahead, if we succeed, controlled capitalism with stabilization of profits and wages; if we fail, a new order of things which I shall not attempt to picture.

"My faith in its success is based on the united action of American business as I see it, viewed in panorama in Washington. Day by day, the number of business houses of America subscribing to the President's Reemployment Agreement grows to astounding figures. By day and night the great and the small of American business toil in the stifling heat of Washington to perfect their codes.

"There is a wartime spirit born of a great national emergency and as in all such emergencies, that intangible something, known as the Spirit of America, will not fail."

Mr. Muir also predicted that general adoption of the codes approved by the NRA will mean the elimination of "that pest and parasite of American business, the chiseler."

Gulf Offers Variety

CARRYING through its "Gulf Headlines" program on the NBC-WJZ network Sunday night, Gulf Refining Co. on Aug. 13 presented an unusual show with both Will Rogers and Fred Stone. It was a one-time show, but is a preliminary to the return of Rogers in the autumn after he has completed his Hollywood work. In the Aug. 20 show and thereafter until Rogers' return, Gulf will feature George M. Cohan, noted stage star and playwright, in a series supported by Al Goodman's orchestra and The Revelers. This succeeds the Arthur Brisbane series which was concluded Aug. 8. Cecil, Warwick & Cecil, New York, handles account.

Coe Starts Agency

CHARLES FRANCIS ("Socker") COE, who gained fame by his broadcasts on NBC and his magazine articles and books, has opened a new advertising agency at 570 Lexington Ave., New York. Its name is Charles Francis Coe, Inc., and one of its first accounts is a special campaign for General Electric Co. Mr. Coe, a former Navy boxing champion, was in sales promotion work in Boston and headed an automobile agency there until 1927 when he turned to writing stories about gangland, which he will continue doing. Production manager of his agency is Raymond Hinchman, formerly with Lennen & Mitchell, New York.

Thirsty Tubes!

ONE MILLION gallons of water will circulate daily in the huge cooling system being installed to cool the giant 100 kw. tubes which will be used in 500 kw. experimental station being built in Cincinnati by the Crosley Radio Corp. The cooling system has been practically completed, according to Joseph A. Chambers, WLW technical supervisor. The station will be ready for test broadcasts early next year.

Fisher Body Uses Spot; GMC Strong for Radio

EVERY avenue of radio is being employed by various General Motors units in extensive late summer and fall sales drives, indicating the growing acceptance by that concern of radio as an effective advertising medium. Close on the heels of the inauguration of new Oldsmobile and Pontiac programs on CBS, the Buick schedule on NBC and the Pontiac farm appeal via WBS transcriptions—not to omit the Frigidaire drive—Fisher Body Corp., another General Motors unit, signed for a 15-minute Wednesday night spot on 52 NBC-WEAF stations, Aug. 16, for the "Fisher's Craftsmen's Guild Program" from the First Infantry Armory, Chicago. Edwin C. Hill was speaker, and Campbell-Ewald Co., Detroit, handled the one-time feature, which may be the forerunner of a regular radio campaign by Fisher Body.

Big Motor Drive

USING RADIO to seek dealers as well as appeal to the consumer, Continental Automobile Co., Detroit, on Aug. 7 started a dramatic series titled "March of Transportation" over 19 selected NBC stations. Continental, a newcomer to radio, is using it not only to introduce its new Beacon four-cylinder car but to promote its Red Seal Motors and other products. Program is scheduled Mondays, 12:15-12:30 p.m., EST, over a 9-station hookup, with repeat at 1:30-1:45 p.m., EST, for the 10 others, being immediately before and after the Farm and Home Hour in order to reach the rural audience. Speakers include leading company officials. Grace & Holliday, Detroit, handles account.

Canning Account

JENKINS BROS., New York (Blue Target jar rings) on Aug. 4 started a short test series, Fridays, 9:30-9:45 a.m., EDST, over 6 Yankee Network stations. Program featured Emily MacKenzie, musical comedy star, with Sid Reinherz's orchestra, and includes a talk by Cynthia Jane Parker, home canning advisor. Schedule may be extended this fall. Batten, Barton, Durstine & Osborn, New York, handles account.

Sellout of Time Predicted on NBC

All Preferred Evening Hours Reported Under Option

Mr. McClelland

THE "S. R. O." sign probably will be displayed by NBC this fall, according to George F. McClelland, executive vice president in charge of sales, because practically all desirable evening hours over its networks already have been sold or spoken for.

In an announcement Aug. 2, Mr. McClelland declared nearly every old customer has signed for as much more time on NBC networks beginning in September. "We have seen it coming", he asserted. "As much as three months ago, I prophesied that the so-called summer 'tapering off' would abruptly halt and a veritable rush for time start. It is now a fact that NBC scarcely has an available 15-minute period in the evenings on either network after Sept. 1."

Activities of President Roosevelt's industrial recovery drive, according to NBC, may have been responsible in no small measure for the demand for network time. The strong upswing in business generally was attributed to NRA activity.

"While deflation was in full swing," the statement said, "thousands of chemists and engineers were busily engaged in countless laboratories, shops and offices in the never-ending task of perfecting those products we already have and the inconceivable number we will ultimately have thrust upon us. This can only mean one thing to those responsible for making millions of us more familiar with those aids to a more healthful, happier and longer life. Advertising agencies will answer the 'Help Wanted — Brains Needed' call of business in the race for new internal markets for American-made products."

Regarding business this fall, NBC stated that a number of advertisers have made only tentative plans for network time, but that options for preferred time are on the books and the tangible evidence will show up early this fall. "Many know what they want of radio but seem to be a bit hazy as to the shortest route to gain their ends", it was stated.

From the agencies which place the majority of business with NBC, the statement concludes, it is learned that no less than 25 shows are being planned and are taking shape under the direction of the ad agencies' radio heads. "If the 'pre-view' of most of the shows are any indication, this fall and winter should indeed be a 'new deal' for listeners", it was stated.

SHELL PETROLEUM Corp., St. Louis, will undertake an extensive radio spot campaign in August in its Super Shell drive. J. Walter Thompson Co., New York, handles account.

XUM

If Radio-Press War Really Gets Serious!

By ORESTES H. CALDWELL

Former Member, Federal Radio Commission

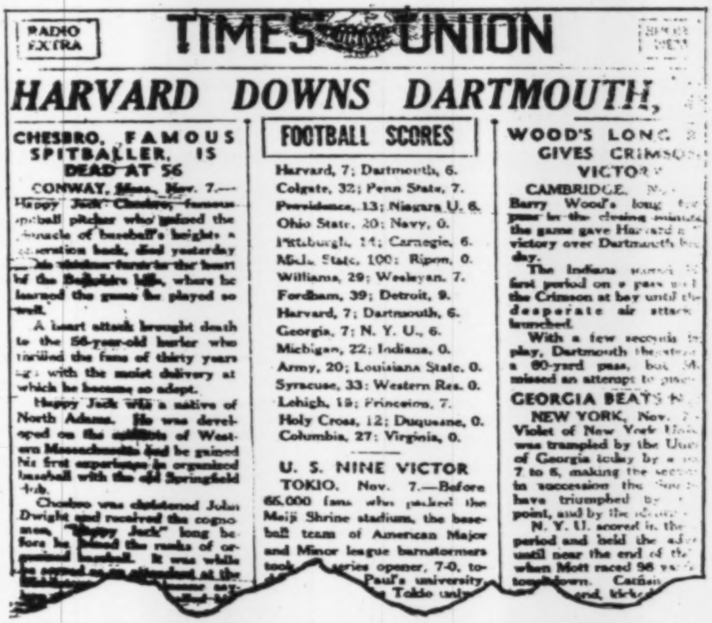
Editor, ELECTRONICS and RADIO RETAILING

Facsimile Transmission of Program Listings to Homes But One of Broadcasters' Many Resources

Mr. Caldwell

IF OPEN warfare ever develops between the newspapers and radio, involving the elimination of radio programs from the daily press, the broadcasters have one ace up their sleeve, about which little information has been generally given out. This is the "facsimile" reproduction of printed matter, pictures, diagrams, etc., so that clear-cut printed copies can be laid down at any home radio set by means of a simple and not expensive accessory, tapped on to the present home receiver.

It is generally agreed that an advance printed schedule of broadcast features is of great convenience and importance to the fullest use of radio. People like to consult a printed program of events ahead to select the programs to which they want to tune. For this, some printed service like the daily newspaper radio programs, or weekly program magazines, is essential. Some stations have tried making daily oral announcements of their features for the next 24 hours, but few listeners will take the trouble to note down the information or even to follow the announcements.



RADIO EXTRA

TIMES UNION

HARVARD DOWNS DARTMOUTH,

CHESBRO, FAMOUS SPITBALLER, IS DEAD AT 56

CONWAY, Mass., Nov. 7.—Happy Jack Chesbro, famous spitball pitcher who gained the pinnacle of baseball's heights a generation back, died yesterday [illegible] in the Berkshire hills, where he learned the game he played so well.

A heart attack brought death to the 56-year-old hurler who thrilled the fans of thirty years ago with the moist delivery at which he became so adept.

Happy Jack was a native of North Adams. He was developed on the [illegible] of Western Massachusetts and he gained his first experience in organized baseball with the old Springfield club.

Chesbro was christened John Dwight and received the cognomen, "Happy Jack" long before he joined the ranks of organized baseball. It was while [illegible]

FOOTBALL SCORES

Harvard, 7; Dartmouth, 6.
Colgate, 32; Penn State, 7.
Providence, 13; Niagara U. 6.
Ohio State, 20; Navy, 0.
Pittsburgh, 14; Carnegie, 6.
Mich. State, 100; Ripon, 0.
Williams, 29; Wesleyan, 7.
Fordham, 39; Detroit, 9.
Harvard, 7; Dartmouth, 6.
Georgia, 7; N. Y. U., 6.
Michigan, 22; Indiana, 0.
Army, 20; Louisiana State, 0.
Syracuse, 33; Western Res. 0.
Lehigh, 19; Princeton, 7.
Holy Cross, 12; Duquesne, 0.
Columbia, 27; Virginia, 0.

U. S. NINE VICTOR

TOKIO, Nov. 7.—Before 65,000 fans who packed the Meiji Shrine stadium, the baseball team of American Major and Minor league barnstormers took [illegible] series opener, 7-0, to- [illegible] Paul's university, [illegible] Tokio univ

WOOD'S LONG [illegible] GIVES CRIMSON VICTORY

CAMBRIDGE, N[illegible] Barry Wood's long [illegible] pass in the closing minute [illegible] the game gave Harvard a [illegible] victory over Dartmouth [illegible] day.

The Indians scored [illegible] first period on a pass [illegible] the Crimson at bay until the desperate air attack launched.

With a few seconds to play, Dartmouth [illegible] a 60-yard pass, but [illegible] missed an attempt to [illegible]

GEORGIA BEATS N[illegible]

NEW YORK, Nov. [illegible] Violet of New York Univ[illegible] was trampled by the Univ[illegible] of Georgia today by a [illegible] 7 to 6, making the second [illegible] in succession the [illegible] have triumphed by [illegible] point, and by the [illegible]

N. Y. U. scored in the [illegible] period and held the adv[illegible] until near the end of th[illegible] when Mott raced 98 ya[illegible] touchdown. Catlin [illegible] end, kicked

NEWSPAPER BY RADIO—This is a reduced reproduction of the 7½ by 8 inch facsimile that can be transmitted by radio to the home via a simple attachment to an ordinary radio receiver. Even clearer reproductions are possible than the one shown above, indicating that the day is coming when tabloid news pages, including probably radio program listings, can be laid down in the home.

Delivered at Breakfast

BUT WITH the new facsimile apparatus, which has now been fully developed and waits only for the propitious time for its introduction, a broadcast station can put into its listeners' homes over its own channel printed schedules of its coming program events, in addition to news tabloids, complete with headlines, cartoons, illustrations, style sketches, display ads, diagrams and all.

Here is one way it would be worked:

Ordinarily I turn off my radio set when I go to bed, as do millions of other listeners. But with the new service available, instead of turning my set off at bedtime, I would merely throw the switch over to another position marked "facsimile."

Then about 2 a.m. the facsimile attachment would begin printing for me a small newsheet, which would unroll beneath the radio as fast as it is printed, so that when our family comes down to breakfast, there would be waiting in a receptacle below the radio set a complete little morning newspaper, with headline news, ads and radio programs for the day.

The practicability of sending such a tabloid newspaper through the air by radio has already been thoroughly demonstrated, not only for distances of 50 to 100 miles around a broadcasting station but over thousands of miles across the Atlantic, to ships at sea. Such facsimile methods are now employed to transmit complete newspapers, with headlines, cartoons, advertisements and weather-maps for the benefit of the navigators. Thus the modern mariner can have daily a complete picture of weather conditions on the whole Atlantic Ocean, while the passengers on his ship can scan the same headlines as are being read at home on land.

To apply this method to a home radio set involves relatively simple apparatus. The modern facsimile reproducer consists of a stylus mechanism which rules successive lines across the page, the stylus being momentarily lifted to produce parts of characters, lines, etc. When a number of such adjoining lines have been ruled off, with the stylus raised and lowered at proper points, the facsimile appears in the connected relationship of the light and dark parts of the picture.

Obviously, the electrical control of the stylus is little more than a loudspeaker mechanism, which raises and lowers the stylus rather than vibrating a diaphragm. Then there is a synchronized clock motor mechanism necessary to advance the stylus across the sheet and to feed it ahead on successive crossings, by the thickness of a single line. All this facsimile assembly can be manufactured at a relatively low cost, and it has been estimated that the expense to the listener of such a facsimile attachment for his radio set would not be as much as $25 when facsimile sets go into mass production.

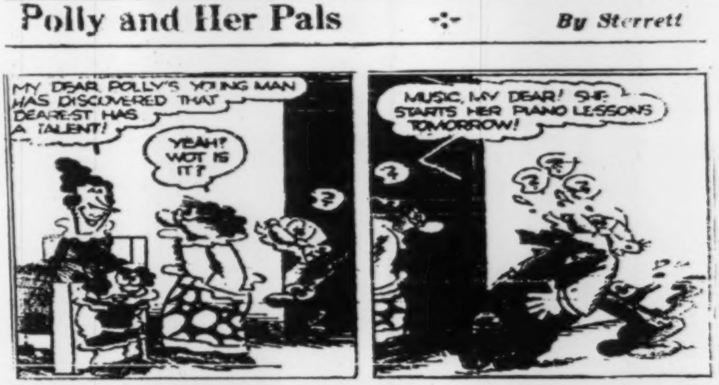
No difficulty should be experienced in getting the Federal Radio Commission to authorize the use of the broadcasting channels during the early morning hours for facsimile transmission. The channels are virtually unused during these early hours, and the only possible use to which they could be put is for the transmission of some "accumulable" material such as facsimile, which can be received during the night for study later.

No Interference to Broadcasts

IN ADDITION, experiments have also been made, showing that a slow rate of facsimile transmission can take place alongside of broadcasting, without producing an audible note to interfere with aural broadcasting on the same channel. Thus it might be possible to use the same facsimile apparatus during broadcast hours, to transmit pictures which could be used to illustrate the spoken material coming over the air. In this way while a novelist tells a story, the pictures of his characters might be received. Or while a fashion writer is telling of the new styles, the actual sketches of the modes themselves might be coming in.

These are some of the possibilities when radio broadcasting is supplemented by a graphic service like facsimile.

But the important application of the new service, so far as the broadcasters are concerned, would seem to be its use as a defensive weapon against the newspapers if attempt is made to eliminate the broadcast programs from all daily newspapers. Facsimile provides the broadcasters with a typographical service of their own, by which they can lay down their printed programs in the homes of millions of listeners, without involving the courtesy of the press. And the broadcasters can even go a step further, if necessary, and publish



Polly and Her Pals
By Sterrett
MY DEAR POLLY'S YOUNG MAN HAS DISCOVERED THAT DEAREST HAS A TALENT!
YEAH? WOT IS IT?
?
MUSIC, MY DEAR! SHE STARTS HER PIANO LESSONS TOMORROW!
?
?
?
?

RADIO COMIC STRIP—The radio tabloid can also carry comics quite clearly, as illustrated by this excerpt from a comic strip transmitted via the wave lengths.

(Continued on page 48)

Industry is Backing NRA 100 Per Cent

Broadcasters and Advertisers Contribute Time Freely

FULFILLING its pledge of full support to the President's reemployment drive, the radio broadcasting industry has responded practically 100 per cent in its cooperation with NRA. Advertisers, agencies and stations, it was declared at NRA headquarters, contributed time in their program schedules for messages and talks in support of the campaign. Both networks have contributed regular weekly periods and also have made available their facilities for any special broadcasts proposed by NRA.

"The whole-hearted support of radio stations, program sponsors and advertisers has been most gratifying to NRA," W. B. Dolph, radio director of NRA's public relations bureau, told BROADCASTING Aug. 10. "Virtually all stations and a large share of the network sponsors are cooperating through donation of portions of their time to NRA messages."

Preparing NRA Disks

MR. DOLPH was informed on Aug. 10, by H. C. Butcher, WJSV general manager and CBS Washington representative, that CBS has agreed to allow independent stations in cities in which its stations are not located to pick up all NRA programs originated by the network provided they pay the line charges. All such requests must clear through Mr. Dolph. In cities in which CBS has outlets, their approval must be procured before the CBS program can be picked up.

To supplement the network and independent station broadcasts, NRA is planning to produce a transcription series featuring Gen. Thomas S. Hammond, executive director of the reemployment program. While the nature of the series has not been disclosed, it was said that it would have definite informative value in connection with the drive. Further information regarding the recorded programs will be sent to stations by NRA.

At the NAB it was learned that nearly 500 stations already have signed the NAB pledge of cooperation with NRA and have been listed on an honor roll which will be turned over to NRA. Because of this general response, it is considered unnecessary to publish the honor roll in these columns.

Nets Plan Hour Program

REGULAR NRA periods have been established on NBC at 10:15 each Sunday night and on CBS at 10:30 each Thursday night. A "mop up" radio series for the reemployment drive is being arranged with each network carrying a one-hour program. The NBC broadcast will be on Aug. 20 from 6 to 7 p.m. In addition to General Hugh S. Johnson, recovery administrator, it is expected to feature Will Rogers and other radio celebrities. No definite date has been set for the CBS rally, which will follow the NBC program. It also will feature General Johnson.

Arrangements also are being made to have the network news commentators, including Floyd Gibbons, Lowell Thomas, Boake Carter, and Edwin C. Hill, attend General Johnson's conferences and broadcast their observations to the radio audience.

MORE TWADDLE ABOUT RADIO

An Editorial Answer to the Allen Raymond Series on Radio in the 'New Outlook'

ALLEN RAYMOND, a former foreign correspondent of the NEW YORK TIMES and now a free lance writer, tells the readers of the NEW OUTLOOK that Radio by the American Plan is doomed. It must be so, his article implies, because Joy Elmer Morgan, professional reformer, believes it, and because that is the objective of Morgan's National Committee on Education by Radio, which in reality is a government ownership scheme in the guise of academic piety.

For sheer inaccuracy and distortion of the facts we have never seen anything so completely misleading about radio as the Raymond article "Static Ahead", published in the July NEW OUTLOOK. How Raymond was able to foist such an absurd article upon Alfred E. Smith, editor-in-chief of the publication, and his assistants, it is difficult to understand.

Poor Radio, No Friend!

IF ONE were to believe Raymond (and none but the most prejudiced enemies of radio could swallow his article without acute mental indigestion) the broadcasting industry hasn't a friend left in the world!

The press, the theater, the educators, the music copyright owners and a majority of the millions of radio listeners are bitter enemies of radio, he contends. That may be true. But Raymond asserts or infers that they are absolutely right, and throws in a little of his own expert deductions to boot. He says it will be a "push-over" at the next session of Congress for the anti-broadcasting forces, with a government monopoly a sure thing.

Misinterprets Lafount

RAYMOND accuses the Commission of whitewashing in its report to the Senate last year on the Couzens-Dill resolution. He completely misinterprets a statement by Commissioner Lafount about commercial radio. He tries to entangle broadcasting with the so-called "radio trust" talk, because its a catch phrase. He talks in utter ignorance about "frequencies", "quota" and the like, without a semblance of connection with the facts.

We don't want to dignify Raymond's preposterous statements, deductions, conclusions and guesses with a categorical reply. Before preparing his so-called articles, he called on the editors of this publication, upon the NAB and upon others in broadcasting, to get his information—and then swallowed the story of the crusading educators hook, line and sinker, with nary a mention of the fine work in educational radio being done by the bona fide National Advisory Committee on Education by Radio headed by Levering Tyson.

If radio is so rotten, Mr. Raymond, if broadcasting by the American Plan is doomed, then please tell us why President Roosevelt, who has established himself as the most adroit advertiser of all time, calls upon radio for his talks with the folks back home and banks so largely upon radio to carry the brunt of the current industrial recovery campaign? He must know that those folks back home listen, like to listen and will continue to listen to Radio by the American Plan.

Three Copyright Suits Name Louisiana Stations

SUIT against three Louisiana stations, alleging use of copyrighted music controlled by the American Society of Composers, Authors & Publishers without payment of license fees, has been filed by ASCAP in behalf of several New York music publishers. Under the present law, infringers are liable for fine of $250 for each offense.

The suits were filed July 22 in New Orleans against KWKH, Shreveport, operated by W. K. Henderson, in the amount of $2,250; KMLB, Monroe, for $2,950, and WBBX, New Orleans, $2,000. KWKH, a clear channel station, is now attempting to retain its license to operate by virtue of a case before the Radio Commission. WWL, New Orleans, which shares time on the 850 kc. channel with the Henderson station, already has received a favorable examiner's report recommending it for full time and deletion of KWKH.

Copyright Suit

SUIT againt WGAR, Cleveland, alleging infringement of a copyright owned by the Society of European Stage Authors & Composers, Inc., has been filed in the Federal District Court for northern Ohio. Damages of $1,000, plus full cost of action, including attorneys fees, are sought. It was alleged that the composition "As We Part" was rebroadcast on or about July 6, 1931, having been included in a program sent to WGAR from WJZ, NBC key, and that the Cleveland station broadcast it without license, authority or acquiescence from the complainants.

PAGES in the Chicago studios of NBC conducted 47,809 visitors through the studios during the month of July.

Song-Plugging Hit In Code of MPPA

SONG-PLUGGING, particularly over the air, would be outlawed under a code of air competition filed by the Music Publishers Protective Association with NRA. Adopted unanimously by approximately 50 publishers who met in New York Aug. 5, the code would forbid "all unfair methods of exploiting musical material." It enumerates a dozen such practices which have been rife in the past.

John G. Paine, president of MPPA, stated that a study should be made as to the extent to which radio and other modern amusement entertainment enterprises employing music have hurt the sale of sheet music. He urged the appointment of a committee to study these problems.

The anti-song-plugging features of the code specify that it shall be deemed unfair competition to directly or indirectly pay, give, furnish, bestow or in any other manner present to any performer or their agents any sum of money, gift, bonus, refund, rebate, royalty service, favor, etc., when the purpose is intended to induce such person to perform any work published, copyrighted or owned by the publisher. This section of the code then goes into great detail as to the specific actions which would be prohibited.

The music code will be coordinated with that of other branches of the music industry, such as dealers, songwriters and standard publishers. Deputy Administrator Sol. A. Rosenblatt, of NRA, has been assigned these codes.

The copyright problem, involving possible questions of unfair competition between publishers, composers and others in the musical field, is not mentioned in the proposed code. It is probable that this important aspect will be included by NRA when it coordinates the codes of all branches of the music industry.

Three for Standard

STANDARD OIL Co. of California on Sept. 14 begins its third program on the NBC-KGO network, resuming the "Standard School of the Air", an educational half-hour which is listened to by many schools in the west. McCann-Erickson, San Francisco, handles account. The other two Standard Oil programs on NBC are "Standard on Parade", Sunday night variety show, and "Standard Symphony", Thursday nights, conducted by Alfred Hertz. Another NBC account is the renewal by Paraffine Cos., Inc. (Pabco building products) on the Women's Magazine of the Air, for another 13 weeks. Emil Brisacher & Staff, San Francisco, handles account.

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass. (toothbrushes), a subsidiary of the Lambert Co., New York, is placing 13 one-minute announcements on a selected group of more than 50 stations, starting Oct. 1. Account is handled by Lambert & Feasley, New York.

XUM

Radio's Role at Chicago World Fair

Commercial Activity Grows as Networks and Stations Cover Exposition Highlights and Sponsors' Shows

By NORMAN R. GOLDMAN
Staff, WLS, Chicago

ON MAY 27, when the light impulse of the star Arcturus was transmitted from four observatories over wires to illuminate and officially open A Century of Progress, networks and local stations carried the impressive ceremonies, broadcasting a concise picture to every corner of the country. Thus began an era of broadcasting of a particular event which in intensiveness and service is without parallel.

The importance of radio broadcasting at A Century of Progress cannot be denied. While other industries, arts and sciences are placed on exhibition, to vie for prominence in the realm of progress, radio finds itself an integral portion of the fair, closely allied to its success, and a principal means by which stories of achievement in other fields are disseminated. Where in other years the nation read of the Columbian Exposition, the St. Louis Exposition and the Centennial Exposition, today it listens in. And the influence of broadcasting, say Exposition officials, has already been instrumental in increasing attendance and popularity far beyond expectations.

Local Stations' Advantage

CHICAGO stations and networks are in an enviable position. Situated at the threshhold of A Century of Progress, they find themselves privileged to use facilities within the grounds, in addition to having limitless opportunities to schedule interesting Fair speakers and features from home studios. Stations and networks entitled to use Exposition facilities are members of the patch-board agreement.

The patch-board, installed in the Administration Building with the cooperation of the telephone company, is the nerve-center of the entire broadcasting system and the only medium by which programs can be relayed from grounds to home studios. CBS, NBC, WWAE, KYW, WCFL, WGN and WLS are stations and networks in the patchboard agreement. They have agreed to divide the cost of its maintenance, to bear costs of line charges to home studios, to pay for line extensions within grounds for use in making special broadcasts. WBBM and WIND, CBS affiliates, through arrangement with CBS are also privileged to use that network's facilities.

Many Pickup Points

WHILE A CENTURY of Progress is opposed to individual control of broadcasting privileges by a single agency, and refused, prior to May 27, a tempting offer for such control, it has agreed to close ground facilities to all stations not already in the patch-board agreement. However, opportunity to share in Fair privileges was open to all stations in the Chicago area prior to the closing of the agreement.

PATCHBOARD AND CONTROL ROOM—Fifty-four pickup points on the Century of Progress Exposition grounds are controlled from this point, off Studio H, and from here there are also lines to seven Chicago stations and to the two networks.

Exposition officials, under E. Ross Bartley, publicity director, planned carefully for active participation by stations and networks. Seventy-two pick-up points, located at such important terminals as Soldier's Field, Hall of Science, Agricultural Building, Court of States and The Travel and Transport Building, were provided at A Century of Progress expense. Some of these pick-up points have been found unnecessary, and 52 remain. It is permissible for station or network to extend lines from any portion of the grounds to the nearest pick-up point, and many such extensions have been made. Six hundred miles of wire, all strung underground to avoid interference, were installed to complete radio pickups, in addition to wiring the largest public address system ever developed. Through the 114 loud speakers included in the public address system programs emenating either from home studios or from Fair locations can be heard everywhere within the grounds.

Three Studios Constructed

THREE permanent studios have been built, one at Exposition expense, two by a concessionaire. The Home Studio, situated in the Administration Building, is splendidly equipped, with a ceiling of glass. Important speakers are heard from this studio. Studios X and Y, seating 2400 and 800 spectators respectively, are in Hollywood, a concession. An entrance fee is charged by the concession, but this does not prevent full theatres when popular broadcasts, usually commercial, are scheduled.

Interesting is the regulation that studio facilities, in addition to others on the grounds, are available to all members of the patchboard agreement in order of reservation. Thus Studio Y, or any of the others, might be occupied by several stations and networks in a single evening. Equipment may be exchanged; operators, in some instances, may be loaned. Complete cooperation is everywhere apparent.

E. ROSS BARTLEY—Former Washington newspaperman and former secretary to Vice President Dawes, who is director of promotion and head of radio activities of the Century of Progress.

On one occasion, during the opening days, when broadcasting details were still confused, three broadcasts were scheduled from the Home Studio for the same time. The error was detected some minutes before the broadcasts were to begin. Yet members of the radio division of the Fair were able to place all three programs in time to broadcast on schedule. One program was placed in a Hollywood studio, with the cooperation of J. D. Keener, sound engineer for RCA, who is in control of Studios X and Y. Another, with the permission of Governor Horner of Illinois, was moved to the auditorium of the Illinois Host Building, in which a pick-up point had been established. The third, of course, came from the Home Studio.

Program Choice Problem

ASSISTANCE accorded by the radio office of the Fair cannot be over-evaluated. Hardly a move is contemplated, or a broadcast prepared without the advice of the radio chief and his engineering assistant. With advantageous broadcasting possibilities on every hand, a major problem has been one of program selection. When four governors, a great pageant, an attractive chorus and a host of other features might be spotted in the same period, this problem has not been easy. With the exception of one network, which has two sets of patchboard lines, members of the patchboard agreement can only take one program at a time. The problem begins. The station contact representative consults the head of the radio office. Are pick-up points drawn to the site of the event? If not, how much will line extensions cost? Have other stations placed prior reservations? Will the home studio schedule interfere? May another possibility, available at the same time and better adapted to station requirements, develop? It is not until these questions are answered that the reservation is made.

Offices of station and network representatives are located in the Administration Building, side by side with press quarters, significantly indicating a unity of purpose.

Large Staffs Maintained

LARGE STAFFS are employed by stations and networks in arrangement and presentation of broadcasts. Judith Waller, chief of NBC affairs at the Fair, estimates that a total of 79 have already represented that network. In her own office, she is assisted by Roscoe Barrett and Elizabeth W. Doan. Jean Paul King, Charles Lyons, Wallace Butterworth, Bob Brown and Vincent Pelletier have been among NBC Fair announcers.

L. L. (Steve) Trumbull, Chicago public relation's man, officially represents CBS, with Frank Falknor as chief engineer. Ted Husing, Harold Fair, Harold Parks and Bobby (CBS) Brown have all been active as CBS announcers. Ruth Betz of WBBM handles program arrangements for the Chicago outlet.

Representing WGN is Frank Schreiber, public relations man. He is assisted by Irene Sweetland. Quin Ryan, manager and chief announcer for WGN, Pierre Andre and Bob Elston have carried the announcing. Engineers include Robert Sibold, Marshall Jewell and Clyde White.

Contacting for KYW is Parker Wheatley, program director. C. O. Wyman is chief engineer. Mr. Wheatley reports, as do other station representatives, that announcers and engineers are detailed as the occasion demands.

Bill Cline, WLS assistant pro-

(*Continued on page 48*)

XUM

Lafount Foresees Business Boom After Trip in West

Commissioner Warns Stations On 'Per Inquiry' Accounts

RADIO business is definitely on the upswing after a poor summer, Commissioner Harold A. Lafount declared Aug. 9 upon his return from a month's trip which carried him into 36 cities in 11 states west of the Mississippi.

Conversations with 107 broadcasters representing as many stations in the fifth radio zone and in Texas, the commissioner asserted, led to the conclusion that business this fall will equal or eclipse previous records. Moreover, he declared, listeners with whom he conversed were far less critical of programs and "sales talk" than when he made his last inspection two years ago.

Program Standard High

"DURING the period of unsatisfactory business conditions broadcasters suffered financially, but, generally speaking, a very high standard of programs has been maintained," the commissioner declared. "From my personal observations and contacts with listeners, I believe that the public generally greatly appreciated this fact."

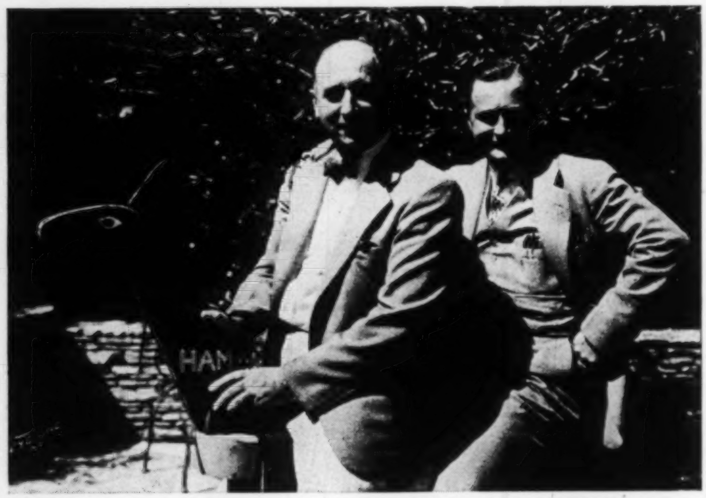
Mr. Lafount was accompanied on a portion of his trip, which began July 1, by Herbert L. Pettey, Commission secretary. Together they visited Seattle, Portland, San Francisco and Los Angeles, where the Commission maintains field offices.

"All stations I contacted are definitely and positively cooperating with the NRA in the reemployment campaign through donation of their facilities," Mr. Lafount asserted.

A warning to stations against "per inquiry" and contingent contracts was sounded by the commissioner. Declaring that this subject was discussed everywhere by broadcasters, he expressed his opinion that stations should not accept such accounts. In accepting them, he declared, stations indulge in a "retail" business in commodities in competition with local business establishments. They thereby use a "government franchise" to engage in competition with private business, he asserted.

Making his trip by train, automobile and airplane, Mr. Lafount conferred with individuals and groups representative of the entire industry. In addition to broadcasters, he met 12 amateur organizations, 69 licensed operators, 44 program directors, 9 police radio station officials, 34 individuals who contemplated applications for new broadcasting stations, representatives of parent-teacher associations, advertising clubs, welfare worker organizations, chambers of commerce, manufacturers and distributors of radio equipment and officials of all communications companies.

Radio manufacturers, Mr. Lafount asserted, report an improvement in business, after a serious decline during the last several years.



HAM 'N' EGGERS—Riding the fiery steed of the "Breakfast Club", famous Los Angeles institution maintained by the movie colony, to which visiting celebrities are invited, are Radio Commissioner Lafount and Commission Secretary Pettey. They were entertained July 26 during their joint tour of investigation of radio activities in the west, and, according to the "Breakfast Club" ritual, were photographed aboard the horse. The horse is labelled "ham" on one side and "eggs" on the other.

Canadian Commission Programs Total Three Hours Daily on Several Networks

Government Produced Features, Hotel Orchestras Used; Latest Count of Radios Shows 761,288 Licensed Sets

By JAMES MONTAGNES

FOR AT LEAST three hours every day Canadian radio listeners now can tune in to programs offered by the Canadian Radio Broadcasting Commission, the government department which has charge of all radio broadcasting activities in the Dominion. In little more than half a year the Commission has established a system of networks and made available regional and national programs for its own four stations and any others interested in taking any of the programs.

The national network operates for an hour and a half six days a week and two hours on Sunday. For one hour each day the national chain carries programs of the Commission's own creation and during the remaining half hour orchestral music from leading Canadian hotels.

Regional Networks

AN EASTERN network is in operation in all cities from Halifax to Fort William, and the western chain extends from Winnipeg to Vancouver. These chains carry hotel orchestra concerts and programs produced by the Commission's own staff for three or four half-hour periods daily. The regional programs originate in the respective sections of the Dominion. In addition there is also a mid-west chain covering the prairie provinces of Manitoba, Saskatchewan and Alberta, for a half-hour each day.

The national programs are broadcast week days from 9 to 10:30 p.m., EST, and start on Sundays at 7:30 p.m. Regional networks operate throughout the evening starting as early as 6 p.m.

In addition to the Commission's own programs, which are now being carried by a large number of Canadian stations, arrangements have been completed recently to broadcast several NBC and CBS programs in Canada in return for which Canadian Commission programs will be placed over the American chains. NBC is taking the French-Canadian program "Sous les Ponts de Paris" on Saturdays at 8:30 p.m., EST, and CBS carries Alexander Chuhaldin's "Singing Strings" on Thursdays at 10:30 p.m.

Under the exchange arrangement Canadian listeners will also receive broadcasts from Great Britain and European centers brought across the Atlantic by the United States chains.

* * *

There are now few if any really isolated places in Canada where there is not at least one radio receiver. Latest official returns show that Canada has a total of 761,288 licensed sets, an increase of more than 162,000 over the previous year. There is a radio for every ten people in Ontario, the total for the province being 340,347, the largest provincial total. Montreal in Quebec province holds first place among the cities with 128,366 receivers, and Toronto comes second with 109,831. Even the Yukon and Northwest Territories have 241 licensed receivers.

All receivers in Canada are taxed $2 a year, and it is only for the licensed receivers that these figures are given. There is still a good percentage of the population operating radio receivers without licenses, however. The license money is collected to pay the costs of operating the Canadian Radio Broadcasting Commission, its stations, networks and programs.

Canada Commission Net Now Carries 42 Stations

FORTY-TWO Canadian stations are now included in the nationwide hookups for the periodical broadcasts being staged by the Canadian Broadcasting Commission, and reports from Ottawa state that the Dominion radio authorities are considering authorizing power increases for many of them in order to secure wider coverage. Some of the stations linked have powers as low as 50 watts, the highest powered in the country being two of 10 kw. and four of 5 kw.

Listeners in the United States will regularly hear the Canadian Radio Commission programs by arrangements just completed between the Commission and NBC and CBS. Not only will U. S. sponsored programs that conform to Canadian regulations continue to be routed to certain Canadian stations, but sustaining features are to be exchanged. NBC on Aug. 5 started carrying Canadian Commission features on its WEAF network, to be heard Saturdays, 7:30 p.m., EST, with Canadian stations carrying NBC-WJZ program Thursdays, 9 p.m., EST.

CBS on Aug. 7 started to route its "Andre Kostelanetz Presents" to Canada, Mondays, 9-9:30 p.m., EST, and on Tuesdays will send Harold Barlow and the Columbia Symphony with Nino Martini, 8:30-9 p.m., EST. Canada routes to CBS its "Singing Strings", Saturdays, 9:30 p.m., EST.

Acting Chairman Brown On Field Inspection Trip

COL. THAD H. BROWN, acting chairman of the Radio Commission during Chairman Sykes' absence at the Mexico City wave length conference, left Washington Aug. 4 on a month's inspection tour of field operations, which he supervises. He will spend a week in Texas to confer with federal district attorneys regarding the illegal operation of radio stations in that state, 43 of which have been reported to the Commission and 13 of which have been reported to the Department of Justice.

Col. Brown is accompanied by John B. Reynolds, assistant secretary of the Commission who formerly was connected with the Department of Justice. His tentative itinerary included: Chicago, Aug. 21; Kansas City, Aug. 22; Dallas and Fort Worth, Aug. 23, 24 and 25; San Antonio, Aug. 26 and 27; Houston, Galveston and Beaumont, Aug. 28, 29 and 30; New Orleans, Aug. 31 and Sept. 1; Atlanta, Sept. 2, 3 and 4.

Tony Wons Back

RETURNING to radio after a long absence in the Wisconsin lakes country, Tony Wons has been engaged for a tri-weekly morning series by S. C. Johnson & Sons, Racine, Wis. (floor wax) over 22 CBS stations, starting Aug. 20. Columbia has also signed him for a sustaining night series on intervening days three times weekly, starting Aug. 22.

Good Program Taste Pays Sponsor

Only Changes Made in 5-Year-Old Melody Moments Have Been in Style of Commercial Talks

By KENNETH FICKETT
Radio Manager
Gotham Advertising Co., New York

A RECENT offer of the National Sugar Refining Co., of New Jersey, to send on request a souvenir of its exhibit at the Chicago World Fair aroused some questions as to whether the sponsor of Jack Frost Melody Moments was changing its policy of relying solely on program merit to attract listeners. The agency spokesman herewith denies any such purpose and explains how good taste has proved profitable in radio advertising and program presentation. Experiments have been made, however, in commercial announcements as to length and probably will continue to be made.

Mr. Fickett

SOME WEEKS ago we told the radio audience during one of the Jack Frost Melody Moments programs which we produce for our client, National Sugar Refining Company of New Jersey, that we would be glad to send on request a souvenir of the Century of Progress Exposition. We described it quite literally; a booklet telling the story of the sugar refining industry.

This quite simple offer stirred up some questioning. We were asked if we were in any wise changing our policy of attracting our radio audience solely on program merit. I state the answer here as it has been given to all questioners, that most decidedly we are not changing the policy.

No Previous Give-Aways

JACK FROST has never given anything away in connection with its radio program; that is, anything which one could eat or wear or play with, or in any sense extract amusement from. It simply happens that the sponsor of Melody Moments has a most remarkable exhibit at the Chicago Exposition, and to each visitor at the exhibit there is presented a booklet which contains a wealth of information about the sugar refining industry and the use of sugar. When it was prepared, there was no thought of using it except at the Century of Progress. But it occurred to us that many of our radio listeners who would not be able to attend the Exposition might like to have this souvenir and therefore we made the offer.

The inquiries raise an interesting point, however. We have never attempted to measure the commercial value of Jack Frost Melody Moments in relation to the listening audience. We have not done this because we do not believe there exists a method which can produce a logically satisfying answer. We do measure it frequently, though, by checking up on the value it has in the mind of the retail food dealer.

Checking Program's Value

IT MAY NOT be a matter of general information, but it is a fact that on its way to the public sugar passes through 635,000 retail outlets in the United States—433,000 grocery, bakery and other food stores; 66,000 candy stores; 135,000 restaurants. Jack Frost sugar is sold in a large proportion of the retail outlets located in the territories served by its refineries, and it is in these stores that the value of the program is checked and measured. That the frequent investigations have proved satisfactory is shown by the program's record; it begins its fifth year on Sept. 4.

We do not expect to make any basic changes. We chose at the beginning what we believe to be a fundamental type of program. Radio entertainments like Melody Moments will never create a seven-day sensation, but they do far more than that. They furnish the reason why radio broadcasting has done as well as it has. If it were not for programs like Melody Moments—and it is only fair to include similar programs of equal merit, such as the A & P Gypsies and Cities Service Concerts—broadcasting could not stand up under the over-load of cheapness with which it is assaulted. Good taste is today, as it always has been, the measuring stick of long-time acceptance, and one may be sure that a program which goes on year after year without changing its pattern is dedicated to good taste.

Commercial Talks Curbed

THE ONLY experimenting Melody Moments has done in all this time on the air has been in its commercial announcement.

When it began, it indulged in a bit of thoughtlessness or selfishness by over-burdening the entertainment with too detailed a product emphasis. This was later changed drastically by practically deleting all commercial reference, thus swinging from one extreme to the other. Nowadays we are using a sort of a happy medium, the commercial pronouncements taking between 45 and 75 seconds of our 30-minute program. We are not sure that we have hit it exactly right yet, but we do know that many a program which does not rank 50 per cent as high in entertainment value loads triple the commercial announcements against its program.

Our listeners, such as have expressed themselves on the point, do not feel the commercial announcements to be unwarranted. As a matter of fact, so far as we can judge, they believe the time taken for advertising purposes to be extremely modest. Such criticism as we do meet comes from within the trade itself. Many dealers believe our purposes would be just as well served with a commercial emphasis even more reduced. Their idea is that the sponsor's newspaper advertising goes into all necessary descriptive detail and that repetition is not needed on the air.

Pleased With Program

ONE CAN hardly draw generalizations from a single program. We believe Jack Frost Melody Moments has done and is doing very well the job it was intended to do for the National Sugar Refining Company of New Jersey. For makers of comparable products enjoying comparably favorable distribution, a similar program might do as well, but of course every advertiser has a specific aim in view and each program necessarily must be treated as a problem in itself.

Advertising agencies which are equipped to handle every detail of radio production naturally draw upon their experience in the devising of new programs, but when all is said and done, each program is a show in itself and just as new as any new production staged on Broadway. Experience can help to avoid pitfalls, but no miracle worker has yet come along who can guarantee 100 per cent success for an untried program.

Direct Dealing Urged

ONE VERY important consideration in agency handling is the matter of experience with costs. It is my opinion that the most satisfactory method of relationship, so far as dealing with artists is concerned, is to deal with them direct. Not that one can get away from paying commissions, because every artist pays a commission to somebody, but it is important to know that you are paying the commission once and not more than once.

Radio production, as it is handled today in advertising agencies, commands the services and the costs of all personnel entering into the effort, with the exception of the engineers. Even so, they direct the engineer on the actual scene; the man at the monitor board in the control-room. Whether the time will come when all technical personnel will also be hired and directed by advertisers and advertising agencies must be left as something for the future to decide.

South-Central Atlantic Market Area Analyzed In Buying Power Guide

A NEW GUIDE to the relative purchasing power of different areas in one of the important market regions of the United States is presented in "An Aid for Analyzing Markets in Delaware, Maryland, Virginia, West Virginia, and the District of Columbia", a publication just issued by the Department of Commerce and available from the Government Printing Office for 5 cents.

Analyzing markets for consumer goods in each state separately, the publication shows that one county in Maryland accounted for 66 per cent of the total retail trade; 20 counties out of 122 in Virginia did 73.14 per cent of the consumer selling; 16 counties out of 55 accounted for 75.76 of the total in West Virginia; and Delaware with only three counties, showed a concentration of 75.66 per cent of the total retail trade in New Castle County, where Wilmington is situated.

The new publication is an interpretation of statistics gathered during the national census of distribution and of related material. A special feature is a series of graphs and charts designed to bring out salient features of market areas at a glance.

To aid manufacturers and distributors in working out individual analyses and in setting up sales quotas, the report presents the total retail sales, per cent of United States total, and per cent of state total in each county in the area and in each city down to 2,500 inhabitants. Population figures for each county and city, and the per cent of state total, are given for each county for purposes of comparison.

Latest available figures on farm production and agricultural resources are also tabulated for states and leading counties. Material on industries, occupations, wholesale trade, income, and other points of concern to market analysts is presented in concise form.

Previous reports in the series have described the market characteristics of Missouri, Connecticut, Ohio, Illinois, Michigan, Pennsylvania, the New England section and the Pacific Southwest.

MASATRO Kawarada, professor of Waseda University, Japan, and originator of the Waseda system of television, was a guest of Howard Luttgens, Chicago division engineer at the NBC studios early in August. Kawarada is in this country studying radio and television systems, and expects to further his investigations in Europe.

XUM

Amalgamated Net Reveals Officials

Curtis Dall Board Chairman; Opening Date Still Unset

CURTIS B. DALL, son-in-law of President Roosevelt, has become chairman of the board of the Amalgamated Broadcasting System, Ed Wynn's projected network, it was ascertained Aug. 5. Mr. Dall's election to that post had been indicated previously in these columns. The remainder of the board, which is understood to include various prominent men, is as yet unannounced.

While Amalgamated officials state that arrangements are being rushed to completion preparatory to a formal opening of the network over a six-station hookup from New York to Washington, no definite date has been set. The network's opening has been deferred several times since early this year.

Goal of 100 Stations

OTA GYGI, vice president of Amalgamated. in a formal statement Aug. 10, declared that while it is planned to open the network with only six Atlantic seaboard stations, the network later will include stations in middle west, southwest, Rocky Mountain region and on the Pacific coast.

"The ultimate goal is a network of approximately 100 stations, giving a complete intensive coverage of the leading cities from the Atlantic to the Pacific", Mr. Gygi stated.

The physical setup of studios and control rooms has been practically completed, with the exception of the largest studio which is to have accommodations for an audience of about 1,000, Mr. Gygi said. The program staff, he declared, has been directing from 400 to 600 artists in a rehearsal of programs for the opening.

Seek WFDR Designation

EFFORTS are to be made by Amalgamated to procure the call letters WFDR, in honor of President Roosevelt, for the New York key station, which will be a combination of WCDA, WBNX and WSMG, time sharing locals. Other stations in the proposed Seaboard hookup are WPEN, Philadelphia; WTNJ, Trenton; WDEL, Wilmington; WCBM, Baltimore, and WOL, Washington.

The executive staff of Amalgamated was announced by Mr. Gygi as follows:

General officials: Ed Wynn, president; Ota Gygi, vice president; Henry Goldman, general manager in charge of operations; Graham Adams, secretary; Nelson B. Grove, treasurer.

Artists, program and production: George M. King, executive director; W. Dayton Wegefarth, Stella Unger, Philip Barrison, Jack Edmunds, Lawrence Menkin, Dorothy Herzog.

Theatre booking service: George Godfrey, president; Henry Bellit and General Pisano, field representatives.

Sales department: Earle Bachman, director of sales; Irwin Z. Grayson, director of commercial programs.

Engineers: Frank Orth, chief engineer; James Beloungy, assistant chief engineer; Fred Walworth, Joe Dale, George Sears, Clarence Westover.

Announcers: Raymond Saunders, Dwight Weist, Morton Allen, Mark Cassidy, Crawford Wright, Carl Rukoff, John Henderson.

Musical department: James Rich, musical director and chief organist; George Hall, musical advisor and contractor; Adolphe Kornspan, in charge of studio orchestra.

Press relations: C. S. Thompson, director of public relations; Billie Gould, director of publicity in charge of press relations.

"DONT'S" FOR CBS ANNOUNCERS

Handbook Bans Program Praise, Misleading Claims, Explains Curb in Price Quotations

Mr. Carlile

ANNOUNCERS are taken to task for trying to interpret the reaction of listeners by praising speakers or entertainers in a handbook of "Don'ts" just issued by the CBS production department. Excess wordage, too much ad libbing of song numbers and misleading statements are also among the "Don'ts".

As to commercial programs, the handbook repeats the recently formed CBS rule of permitting no more than two price announcements in a 15-minute program, providing the sales talk lasts no longer than one and one-half minutes; three price mentions in a half-hour program if the sales talk is restricted to three minutes; and five price mentions in an hour show with only six minutes of sales talk.

Fund Solicitation Barred

INCLUDED in the manual, prepared under the supervision of John Carlile, director of production, is a list of program restrictions. One of these forbids direct solicitation of funds by speakers. It is pointed out that in a few instances after a speaker's continuity has been read and approved by the continuity department, he may attempt to inject spontaneous pleas for money in an already-approved script. The production man or announcer is instructed to read every speaker's script just before he goes on the air and cut any last-minute insertions of such a character.

Under the heading, "Avoiding Comments on Quality", the handbook has this to say to announcers:

"After a speech has been given over the network, do not turn to the speaker and say: 'Thank you, Mr. So-and-so' or 'we appreciate your having spoken' or any comment of that nature. Rather—make just a straight announcement of what has been on the air. In other words, 'You have just listened to Mr. So-and-so talking on such-and-such a subject', without any additions such as 'the brilliant talk of' or 'the interesting address of' or anything else.

"Avoid the use of such phrases as 'You have been *enjoying* the music of' or 'You are being *entertained* by'. Nor should you say: 'We hope you have enjoyed so-and-so as much as we have here in the studio'."

Advertising Control

OTHER RESTRICTIONS which the announcers and production men must enforce in commercial programs forbid exaggerated or doubtful claims, misleading statements, infringement of other sponsors' rights through plagiarism or imitation of program ideas or copy slant, doubtful medical advertising, reflection on competitor's goods, speculation promotion, slanderous, obscene, vulgar or repulsive announcements, overloading of a program with advertising or any advertising matter that may be deemed injurious to CBS, broadcasting in general or honest advertising and reputable business.

CALL LETTERS of WJBU, Lewisburg, Pa., recently transferred by Bucknell University to Charles S. Blue and the SUNBURY (Pa.) ITEM, have been changed to WKOK. Station has been authorized by the Commission to be moved to Sunbury to be operated as a commercial.

International News Photo

NRA RADIO COMMITTEE—This is the first meeting of the Radio Committee of the President's Emergency Reemployment drive in New York with Grover A. Whalen, city chairman. Seated, left to right, are E. J. Gough, director of the Hearst radio service, representing WINS; Richard C. Patterson, NBC executive vice president; Mr. Whalen; Frederick A. Willis, CBS. Standing is George F. McClelland, NBC sales vice president.

J. H. Neebe Company, Broadcasting Adviser, Organized in Detroit

Mr. Neebe

THE J. H. NEEBE Co., broadcasting counselors, has been organized in Detroit by J. H. (Joe) Neebe, who has resigned as vice president of Essex Broadcasters, Inc., operating CKLW, Windsor - Detroit. Offices have been established in the General Motors Building.

Mr. Neebe, a well-known figure in broadcasting, announced that his organization will function in cooperation with agencies and advertisers in the production of programs, formation of sales promotion plans and creation of radio merchandising ideas. Although not operating as a time broker, Mr. Neebe declared his company already has received recognition from a number of important stations without solicitation.

A veteran in the spot broadcasting field as well as a former agency executive, Mr. Neebe was in large measure responsible for the placement of the Chevrolet Chronicles transcription series of two years ago for World Broadcasting System, which still holds the record as the biggest spot account. Then vice president of WBS, he signed the program which started on 116 stations and ran 69 consecutive weeks. At its conclusion it was being broadcast by 172 stations.

Among other outstanding spot accounts placed by Mr. Neebe were the Pontiac, Oldsmobile, and Coca-Cola transcription series. He is president of "Famous Books and Plays, Inc.", producers of the Tarzan daily strips and Sunday color pages, president of the Point-O' Purchase Broadcasting System, and co-author of several plays. While art director for Lord & Thomas, he coined the name "Super-Six" for Hudson, and before entering broadcasting he was five years on the executive staff of the Campbell-Ewald Co., Detroit.

"Floating Station" Quits After Lafount Parley

FOLLOWING a conference in Los Angeles with Commissioner Harold A. Lafount, who was there on an inspection tour, owners of the Panama-registered steamship *City of Panama* decided to suspend operation of RXCR, the "floating" broadcasting station operated on the vessel during its "cruises to nowhere" out of Santa Monica, Cal. The station had been operating with about 1 kw. on 815 kc., carrying commercial accounts solicited from Los Angeles concerns.

Decision to quit broadcasting on the mid-channel is understood to have been prompted by the threat from the Panama government that the ship would lose its registry as of Aug. 3.

FEDERAL TELEGRAPH COMPANY offers to Broadcasters...

F-220-A

Interchangeable with WE 220-B

TYPICAL WATER COOLED TUBE

Exclusive Constructional Features

Sturdy Tripod grid support combining unique heat dissipation features.

Tipless stem insuring perfect alignment of internal elements. Rugged grid seal exclusive in Federal tubes making them capable of carrying higher radio frequency grid currents than most other tubes on the market.

CHARACTERISTICS

Filament Voltage	21.5 Volts
Normal Filament Current	41 Amperes
Average Characteristics with Plate Voltage of 10,000 volts and zero grid bias:	
Average Plate Current	0.9 Amperes
Average Plate Resistance	8,000 Ohms
Average Amplification Factor	40
Mutual Conductance	5,000 Micromhos
Approximate Direct Interelectrode Capacities:	
Plate to Grid	22 Mmf.
Grid to Filament	24 Mmf.
Plate to Filament	3 Mmf.
Maximum Operating Plate Voltage	15,000 Volts
Maximum Plate Current	1.5 Amperes
Maximum Continuous Plate Dissipation,	10,000 Watts
Maximum Overall Length	20¼ Inches
Maximum Diameter	4-3/16 Inches

F-353-A

Interchangeable with UV-872 and 872-A

TYPICAL MERCURY VAPOR RECTIFIER

Latest Constructional Features

Complete shielding of arc discharge:
- Giving higher arc back voltages.
- Decreasing effective bulb blacking.
- Diminishing effect of radio frequency fields.

Special cathode construction insuring the permanency of the oxide coated filament and consequent longer life.

CHARACTERISTICS

Filament Potential	5 Volts
Filament Current	6.75 Amperes
Approximate anode cathode potential drop when conducting	15 Volts
Maximum Peak Plate Current	2.5 Amperes
Maximum Peak Inverse Potential	10,000 Volts
Maximum Overall Length	8½ Inches
Maximum Diameter	2⅜ Inches

A Research and Manufacturing Organization

Federal Telegraph Company experience in Radio dates back to the early Poulsen Arc era. It maintains an engineering staff associated with Dr. Frederick Kolster. Its specific tube manufacturing experience includes tubes of such wide varieties as are used by telegraph, telephone and wireless communication companies.

A Line of Standard Tubes

Federal Transmitting Tubes are built for service and proven by years of successful operation in exacting communication services, such as point-to-point and ship transmitters. Federal tubes include oscillators and amplifiers at all frequencies and all rectifier types and sizes. Rigid manufacturing and testing requirements insure tubes of uniform quality and long life. Ideal for radio and industrial uses. *Federal offers equal or greater efficiency in terms of better performance and life per unit cost.*

A Special Tube Manufacturing Service

Because of extensive research facilities, Federal is able to undertake the design and manufacture of any special tube required in radio or industrial applications. The development of the 18 cm. ultra-high frequency oscillator is typical. Problems in providing tube types such as amplifiers, measurement devices, etc., are especially in Federal's scope.

●

CONSULT US ON YOUR SPECIAL TUBE PROBLEMS.

Write for Engineering Data on Standard Radio and Industrial Tubes

FEDERAL TELEGRAPH COMPANY
200 Mt. Pleasant Avenue, Newark, N. J.

Part-Time Stations Merging in N. Y.

Wynn to Consolidate Three; Loew's Acquiring Two

FIVE MERGERS of wave-sharing stations in the New York metropolitan area, including absorption of stations in adjacent New Jersey towns, have been effected or projected in the last few months. The mergers invariably have as their aim the setting up of single stations to serve the metropolitan area where a multiplicity of them heretofore have done so on a time-sharing basis. Several of the groupings are still in the purchase stage, while several others have been authorized by the Radio Commission, which has usually held that the sharing of a wave length in the same community is an uneconomical use of the ether.

The actual and projected consolidations may be summarized as follows:

WMCA, New York, is now consolidated with WPCH, New York, on 570 kc., with 500 watts power. WMCA acquired full time through transfer of WNYC, New York city-owned station to daylight assignment on 810 kc., formerly held by WPCH, after a successful three-year battle before the Commission and in the courts.

WAAM and WODA

WAAM, Newark, controlled by the Biow Co., advertising agency, is now affiliated with WODA, Paterson, N. J., on 1250 kc. channel, using 1 kw. night and 2½ kw. day. WGCP, Newark, still uses one-seventh time on the channel with 250 watts. WAAM and WODA still hold licenses, however, to use three-sevenths time each at their present locations until actual consolidation can be completed.

WHOM, Jersey City, controlled by O'Melia Advertising Agency, has acquired full time on 1450 kc. with 250 watts, through acquisition of three other stations in New Jersey, with which it formerly shared time, either by purchase or Radio Commission action. The three stations, now eliminated, were WNJ, Newark; WBMS, Hackensack, and WKBO, Jersey City.

WCDA, WMSG and WBNX, New York stations sharing time on 1350 kc. with 250 watts, are to be consolidated by purchase by Amalgamated Broadcasting System, Inc., the projected Ed Wynn chain, for use as New York key of the network. WAWZ, Zarephath, N. J., operated by the Pillar of Fire Church, still is licensed for one-fourth time on the channel, however. Radio Commission approval has not yet been sought for the Wynn merger.

Loew to Buy Rivals

WHN, New York, operating on the 1010 kc. channel with 250 watts and owned by Loew's theatrical interests, including Metro-Goldwyn-Mayer, has completed arrangements for purchase of WQAO-WPAP from the Calvary Baptist Church, New York, and of WRNY from Aviation Radio Station, Inc., New York. These three stations have shared time on the wave. Subject to Commission approval, they will be merged, under the call WMGM, as a commercial station. Maj. Edward Bowes, vice president of Loew's, Inc., and managing director of the Capitol Theater, is slated to become manager of the full-time station.

NAB Committee Framing Code

Mr. Loucks

Mr. Butcher

Mr. Russell

Mr. McCosker

Mr. Shepard

Mr. Ryan

Mr. Buckwalter

Mr. Richards

Broadcast Code Taking Shape

(*Continued from page 5*)

torney in New York, is a member of the law firm of Nathan Burkan, general counsel for the American Society of Composers, Authors & Publishers, which has been in incessant controversy with broadcasters over payment of royalties for the performance of copyrighted music.

How far the code committee will go is conjectural. Debatable questions have arisen as to the status of station operators and engineers, as well as of announcers. All other groups of station personnel are adequately cared for by interpretations of the regulations already rendered by NRA. Artists, for example, do not fall within the wage and hours of labor requirements, while clerical help is definitely affected.

After the code committee completes its first draft, it probably will be discussed in a preliminary way with the deputy administrator designated at NRA to handle the broadcasting industry. Following this procedure, it is likely that another code committee session will be called and that the second draft will be submitted to the entire industry for review. The latter step, however, has not been definitely decided upon, since it might tend to slow up action and frustrate the effort to file the code in advance of the Sept. 1 deadline.

Trade practices are expected to constitute an important aspect of the completed code. Serious consideration is being given to the inclusion of provisions which would prohibit acceptance by stations of "per inquiry" or contingency contract business as well as any deviation from card rates. All other unfair trade practices would be covered in such a section.

Moreover, NRA has been demanding that industries adopt and adhere to uniform systems of accounting and to the filing with their trade associations of detailed financial reports. If it is ultimately decided that the broadcasting industry should comply with the same set of specifications demanded of other industries in filing its code, then all these provisions will be included. It is probable that a commission member, perhaps Chairman Sykes, will be designated to assist NRA in drafting an acceptable code.

Once the final draft is completed, steps will be taken to have the wage and hours of labor provisions immediately invoked. Then the way will be open for a public hearing before NRA. It is conceivable, in view of the fact that broadcasting already is licensed and regulated by the Radio Commission, that the code will not go beyond the wage and hours of labor stipulations. The Commission, of course, has no jurisdiction whatever over those latter activities.

The most important point to be cleared up is that of possible conflict between the authority of the Radio Commission and NRA over the broadcasting industrv. Next, it must be determined where the line can be drawn as to "professional" employes. The facts that the Commission, under its regulations, requires a full-time station to operate a minimum of 12 hours daily and that most full-time stations operate 17 or 18 hours a day as public service institutions present novel questions for NRA.

Professionals Not Affected

STATION operators are required by law to have government licenses and must be on duty whenever the station is on the air. Announcers, while not licensed, are in a similar specialized class, more comparable to newspaper reporters, who have been specifically exempted from the labor and wage provisions of the blanket code, and, therefore, of any code of fair competition filed by their publishers. Engineers, it is thought, may fall in the category of professionals and thus escape the labor provisions.

On Aug. 1, Mr. Loucks sent to Recovery Administrator Hugh S. Johnson a letter advising him that the NAB is developing a code. He stated that President McCosker had appointed a committee which had addressed a questionnaire to all stations with a view of obtaining information upon which the code could be drafted. He promised that every effort would be made to have the code agreed upon at the earliest possible date.

Meanwhile, industries associated with the business of broadcasting are progressing with their code activities. A number of newspaper-owned broadcasting stations, for example, have become bound to the code filed by the American Newspaper Publishers Association on Aug. 7 but later are expected to subscribe to the broadcasting industry code.

Music Publishers' Code

MUSIC PUBLISHERS submitted a code, which, among other things would outlaw the plugging of songs over the air and in other performances through efforts of their members. This code is covered elsewhere in this issue. Deputy Administrator Sol A. Rosenblatt, New York attorney, has been assigned to codes covering this industry as well as the other show and performing groups, including broadcast performers.

To Deputy Administrator Kempt codes for the newspaper and magazine industries have been assigned, while codes for the advertising groups have been given Deputy Administrator Whiteside, who will coordinate the advertising features with Deputy Kempt.

New Transcriptions

KNOX Co., Kansas City (medical products) has placed order direct with the Freeman Lang sound studios, Hollywood, for a series of 15-minute transcriptions to be called "Front Page Headlines". Each story, complete in itself, will dramatize an episode from the day's news. Sponsor will place direct, or through an agency as yet unnamed. Freeman Lang studios have also gone into production for "Comedy Stars of Hollywood" with series of 26 15-minute transcriptions for Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer). Film comics include Roscoe Ates, Louise Fazenda, Farina and Benny Rubin.

New NAB Members

MEMBERSHIP of the NAB in the last month has been increased by ten to a total of 236 stations and associates, Philip G. Loucks, NAB managing director announced Aug. 10. The new members, subject to board approval, are WCKY, Covington; KSO, Des Moines; KFWB, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; WCRW, Chicago, WLIT, Philadelphia; WLVA, Lynchburg, Va., and RCA-Victor Co., Camden, N. J.

XUM

W-G-N broadcasts *FROM* greater distances than most stations broadcast *TO!*

●

W-G-N has sent its announcing and engineering staffs all the way to

NEW YORK CITY	**PITTSBURGH**
LOS ANGELES	**KANSAS CITY**
WASHINGTON, D. C.	**PHILADELPHIA**
HOUSTON, TEXAS	**MINNEAPOLIS**

to stage remote control broadcasts of great news events . . . The brilliant reportorial pickups were shot back to the Chicago transmitter over independent wires—and then out on the air over the nation . . . Station W-G-N alone gives a network service to the loyal listeners of the middle west . . .

Has any other single station in the world a record of broadcasting from such distances as these over its own transmitter exclusively?

1924—500 mile auto race from Indianapolis.
1925—Illinois-Penn football game from Philadelphia.
  Scopes evolution trial ("the monkey trial") from Dayton, Tenn.
  The Kentucky Derby from Louisville, Ky.
  500 mile auto race from Indianapolis.
  Nebraska-Notre Dame football game from Lincoln, Nebraska.
1926—U. S. Senate debate on world court from Washington, D. C.
  Penn-Chicago football game from Philadelphia.
  The Kentucky Derby from Louisville, Ky.
  500 mile auto race from Indianapolis.
1927—Minnesota-Notre Dame football game from Minneapolis.
  Exclusive address by Sen. James A. Reed from Kansas City, Mo.
  The Kentucky Derby from Louisville, Ky.
1927—500 mile auto race from Indianapolis.
1928—Democratic national convention from Houston, Texas.
  Republican national convention from Kansas City, Mo.
  The Kentucky Derby from Louisville, Ky.
  Ohio-Michigan football game from Columbus, Ohio.
1929—Exclusive prize fight broadcast from New York City.
  The Kentucky Derby from Louisville, Ky.
1932—California-Notre Dame game from Los Angeles, Calif.
  Minnesota-Northwestern football game from Minneapolis.
  Navy-Notre Dame football game from Cleveland, Ohio.
  The Kentucky Derby from Louisville, Ky.
  Cubs-Pirates baseball game from Pittsburgh.

Football games every year from Iowa, Michigan, Illinois, Wisconsin and Indiana

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

WGN

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

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and
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Failure in Mexico

THE MEXICO CITY conference has blown up and broadcasters are heaving sighs of relief, though mingled with regret. They are relieved because the immediate danger of a reallocation here is eliminated. They regret the failure because the way is open for more and bigger Mexican stations to preempt channels and cause even more serious interference with American stations.

All things considered, it is fortunate that the conference agreed to disagree. Mexico refused to budge from its "minimum" demands for 12 clear channels, with the continued privilege of licensing border stations to Americans. The little Latin nations were prepared to use Mexico's frequency bargain as the yardstick for their own demands. All told, it was estimated that the Latin nations wanted 43 of the 96 exclusive channels in the broadcast band—which, if granted, would have completely wrecked American broadcasting and probably Canadian, too.

Efforts may be made to reach some compromise agreement with Mexico through an exchange of diplomatic notes. Speculation has it that the groundwork for such a move was laid in secret sessions between the American and Mexican delegations. The May, 1932, agreement with Canada resulted from an exchange of diplomatic notes. Fortunately, no great harm came from the Canadian agreement; indeed, it was highly satisfactory to both nations, but that does not justify the means taken to achieve it.

It is to be hoped that no such move will be made by the American government. It seems grossly unfair to barter frequencies secretly without allowing the stations involved, with their large property investments, at least their "day in court". Certainly those progressive stations which are serving the public interest and are a credit to the industry should not be endangered by a secret arrangement that remains unknown until there is no recourse.

Reports from Mexico City tell of the insidious propaganda opposing American commercial broadcasting spread by Armstrong Perry, lobbyist for the National Committee on Education by Radio. His activities had the effect of stimulating Latin opposition to the proposals of the American delegation. The American delegation went to Mexico City with specific instructions. It was appointed by the President of the United States. For Perry, an American citizen to do things which might work against the objectives of an official delegation from his own country, seems wrong, to say the least. A committee of Congress might well inquire into his activities at Mexico City.

Snipers at Recovery

ALL SIGNS POINT to a banner season just ahead for the business of broadcasting. Vice President McClelland's statement that the "Standing Room Only" sign is about to be hung out by NBC, and the highly optimistic reports about radio business conditions brought back from his tour by Radio Commissioner Lafount, confirm what has already been conjectured about the record fall and winter ahead. From the deepest slump it has ever suffered, it appears that broadcasting is emerging into a period that should more than offset the spring and summer depression.

All of which should be highly gratifying on all hands. Yet a word of caution seems apropos at this time. Advertisers and agencies will do well to cooperate in every way with the broadcasters to avoid a surfeit of rampant commercialism. It all goes back to the question of program technique. We believe that a station can offer even a full evening of sponsored programs without serious objections from the audience—provided those programs are properly balanced as between types and varieties to suit all tastes and provided that the commercial announcements are done with adequate taste and restraint.

Broadcasting cannot afford to make a Roman holiday of its prosperity, for it is beset on all hands by snipers, ready and eager to pick flaws and rush into the welcome hands of the anti-radio prints. No one can reasonably begrudge the broadcasting industry its right to sustain itself, which can only be done through sponsors. Yet there are those who would cripple radio by the American Plan in an instant if they could, even though every man-jack of us, headed by our President, is interested in recovery for all business.

The whole-hearted manner with which the stations and their advertisers plunged into the NRA publicity campaign, eliciting paeans of praise from Recovery Administration officials, shows that radio has not forgotten its public service mission.

Deserved Contempt

PARADOXICAL as it may seem, the very agencies that are guilty of seeking cut rates in buying station time for their advertising clients—and some of the biggest and reputedly the best agencies pursue the practice—most despise the stations that yield to rate-cutting proffers. Why? Let the radio account executive of a leading New York agency explain, as he did to a representative of BROADCASTING during an informal visit in his office the other day:

"Certainly, I've tried to get better rates than those published by the stations. And what's more, I got them! But what fools the stations were who yielded. And how annoying to me to feel that I can quote a client a special rate that I have procured by letter or telegram, and then always have to carry the fear and suspicion that someone else—a time broker, perhaps, or a rival agency—might come along and quote that same client an even lower rate for the same station than I have been able to get.

"When this office buys space in the SATURDAY EVENING POST, or in your own trade journal, as another example, it knows that the rate quoted is the published card rate and that there are no deviations. Why cannot radio follow the same practice. If the stations would only stick by their rates, making no exceptions and cutting them for no one, we would all be better off."

What more convincing argument could be forthcoming than this one? This agency executive was not particularly anxious to crusade on behalf of the radio station, for his first interest was himself and his client. He went on to say that he believed some station rates are too high for the coverage and audience they offer, but he minced no words in expressing contempt for the weak-kneed station executives who will take accounts at any price.

The RADIO BOOK SHELF

SIGNIFICANT questions about radio advertising are answered with facts in NBC Industrial Studies, the miniature series published and made available by the NBC sales promotion department, New York. Fourteen studies have been published and four more are being compiled. Those available are: "A Study of the Network Broadcast Advertising of the Building Industry", "Hotels and Travel Companies", "Garden Industry", "Jewelry and Silverware Industry", "Tobacco Industry", "Confectionery and Soft Drinks Industry", "Clothing and Dry Goods Industry", "Automotive Industry", "Financial and Insurance Companies", "Drugs and Toilet Goods Industry", "Paints and Varnish Industry", "Lubricants and Petroleum Industry", "Food Industry", and "Soaps and Housekeepers' Supplies Industry." New studies are: "A Study of the Network Broadcast Advertising of the Furniture and Furnishings Manufacturers", "Shoe Industry", "Radios, Phonographs and Musical Instruments", and a miscellaneous study which contains industries not assigned to specific classifications.

HOW BRISTOL-MYERS, Inc. merchandised its Ipana Troubadours series, going in strongly for novelty offers to send listeners into the store, is recounted by Lee H. Bristol, vice president, in the leading article in BROADCAST MERCHANDISING, new 4-page publication issued by the Trade News Division of NBC, with Gar Young as editor. Mr. Myers titles his article "I Believe in Broadcast Merchandising."

Another article tells "How Etiquette is Merchandised to Sell Cellophane" and relates the aggressive radio merchandising done by the du Pont company in connection with its Emily Post series. The NBC publication is mailed to sales managers, advertising agencies and business executives in the interests of more effective selling by radio.

We Pay Our Respects to—

ARTHUR PRYOR, Jr.

ARTHUR PRYOR, Jr., began to follow in the footsteps of his father and grandfather as bandmaster until he discovered the fascination of the microphone. Today he is one of the important figures in the radio background as manager of the radio production department of Batten, Barton, Durstine & Osborn advertising agency, with headquarters in New York.

This department is unique in that it writes, casts, directs and completes all other preparations for placing a program on the air. For that purpose there are 19 on the staff. It handles 11 chain programs and about a dozen local or spot broadcasts.

How Arthur, Jr., got into radio really dates back to his birth, for on June 26, 1897, he began his existence in an apartment above the Lyceum Theater in St. Joseph, Mo. At the time his grandfather's musicians, Samuel Pryor's Military Band, were playing in the theater. This band was organized in 1869, young Pryor's father playing the trombone. The organization has lasted through the years, the conductorship having been handed down from grandfather to father and ultimately to son.

Young Arthur didn't get to see his father until he was nearly a year old, the elder Pryor having been on a tour of Russia with Sousa's Band at the time of his birth.

Because the family for two generations had been connected either with music or the stage, Arthur's father contended that neither he nor his brother Roger should enter the profession. As it turned out in the years to come Arthur, Jr. became a bandmaster and Roger a famous actor.

As Arthur Jr. couldn't agree with his father, he learned to play the cornet in his early youth through the aid of his uncle. It was his great delight to play in Boy Scout bands and other boys' organizations.

Then about 1906 he became interested in mechanics—that is, the part of machinery that deals with actual construction, etc.

So, as the years went by, he had completed a prep course and his examinations to enter the Massachusetts Institute of Technology to study engineering. Along came the world war about the same time, and he enlisted in the navy as a machinist's mate.

But music was in his soul. One day he saw a parade go by. In it was a 250-piece band. He was no longer a machinists' mate—but in the navy band.

After the war in 1918 he joined his father's band at Miami, Fla., as a cornetist. A year or so later, in 1920, he conducted his first band concert at Asbury Park, N. J., and continued as associate conductor and manager of the band through the season of 1926-27.

Although as a boy, like a lot of us, he was a wireless fan of the dot and dash calibre, he got his first real taste of modern radio as an announcer. It was in the early days of WOR, New York, when it broadcast the Pryor's band for the first time from a remote point, Asbury Park. It fell to Arthur's lot to face the microphone and tell about the next number, etc. The program director of WOR at that time was Julius Seebach, now head of the CBS Artists' Bureau of the CBS chain, and his engineer was Edwin K. Cohan, now technical director of CBS.

His announcing, which generally included at least 15 minutes of ad libbing during a program, began to bring in fan mail. He then decided that as far as he was concerned music was fine as an avocation but that radio would offer him an opportunity for a career to his real liking. As he puts it: "I could live the life of the profession and still be a business man."

He began a canvas for something in radio. NBC was the first stop. It was suggested that he see Roy Durstine, on the firm of B. B. D. & O. That was in the fall of 1927. He got a job. Right away he began stepping into the radio picture, for his new tasks included assisting in the direction of the

(Continued on page 49)

PERSONAL NOTES

APPOINTED by Grover Whalen, New York chairman of the President's Emergency Reemployment Committee, to the radio committee of the NRA campaign in New York City on Aug. 5 were M. H. Aylesworth, NBC; William S. Paley, CBS; Alfred J. McCosker, WOR; Donald Flamm, WMCA, and Emil Gough, WINS.

APPOINTED to the publicity committee of the Detroit NRA drive by Henry T. Ewald, president of Campbell-Ewald Co., chairman, were E. L. Tyson, WWJ; J. M. Milhon, CKLW; Leo Fitzpatrick, WJR; Howard Pierce, WXYZ; W. W. Gedge, WMBC, and James Hopkins, WJBK.

W. D. L. STARBUCK, first zone radio commissioner, left Washington Aug. 1 for an inspection tour of aeronautical and police radio facilities in Atlanta, Dallas, Los Angeles, San Francisco, Salt Lake City, Seattle, Chicago, New York and Boston. He will return about Sept. 1.

ALFRED J. McCOSKER, director of WOR and president of the NAB, left Aug. 3 with his family on a vacation cruise to the Caribbean and the Panama Canal. He will return the first week in September.

PIERCE ROMAINE and Herman Steinbruch have been added to the sales staff of WMCA, New York. Romaine formerly was with Batten, Barton, Durstine & Osborn and the Triplex Safety Glass Co., while Steinbruch was with WINS, New York.

LOREN L. WATSON, former manager of WGST, Atlanta, has joined the newly formed Esspick Co., Omaha (crystals) which is preparing to market its product exclusively by radio. He is making direct station contacts, working out of his headquarters at 182 Elizabeth St., Atlanta.

THOMAS MAHER, vice chairman of the Canadian Radio Broadcasting Commission, and J. Arthur Dupont, eastern program director, were in New York the week of July 24 to arrange with NBC and CBS officials for regular exchanges of programs with the Canadian Commission's network.

FREEMAN H. TALBOT, director of KOA, Denver, has returned from an extended business trip to the middle west and east during which he conferred with NBC officials in Chicago and New York.

R. L. RUST, formerly commercial manager of KTM, Los Angeles, has joined XEFD, Tiajuana, Mexico, in a similar capacity.

BORN, to Mr. and Mrs. Gerald Harrison, a son, Theodore, July 6. Mr. Harrison is public relations director of the Yankee Network, and Mrs. Harrison is the former Janet Hoch, who was program manager of WAAB when it was WLEX.

WALLACE STONE, of the sales staff of WDGY, Minneapolis, was married July 22 to Grace Jordan, with whom he also teams on the station as "Swen and Jenny."

FRANKLIN R. WINTKER, who has been associated with KUCA, Fayettville, Ark., as program director; WLS, Chicago, as staff announcer, and KFOR, Lincoln, Neb., as program manager, is now with WNBR, Memphis, on the commercial and announcing staff.

TWO MARRIAGES were celebrated in July at WMCA, New York. Sidney Flamm, commercial director, married Blanche Green, while George Bricker, station relations director, wed Georgine Cleveland, actress.

J. R. McDONOUGH, former president of RCA Victor Co., has been appointed general manager of RKO under M. H. Aylesworth, who continues as president. E. T. Cunningham has been named president of RCA Victor.

STEVE CISLER, former assistant manager of KSO, Des Moines, has been appointed director of radio promotion for the DALLAS NEWS and JOURNAL, which operates WFAA.

SAM PICKARD, station relations vice president of CBS, will return from his vacation trip to Europe with Mrs. Pickard Aug. 28. He will go to his Florida home from New York before returning to resume his CBS duties.

DR. LEON LEVY, president of WCAU, Philadelphia, has been appointed a director of the Philadelphia NRA organization in charge of radio publicity.

HARRY KOPF has been made assistant sales service manager for the Chicago division of NBC.

HENRY WEBER, production man, and Willy States, field engineer, of the NBC Chicago division, returned to the Chicago studios August 1 after spending five weeks in Galveston, Texas, and a week in Nashville with Phil Harris, broadcasting his Friday night programs over the network.

KENNETH W. CHURCH, for 10 years radio advertising salesman with the ST. LOUIS POST-DISPATCH and GLOBE-DEMOCRAT, has joined the sales staff of KMOX, St. Louis.

S. F. GENTRY, formerly with the chamber of commerce at Bay St. Louis, Miss., has joined the advertising staff of WJDX, Jackson, Miss.

K. W. PYLE has been appointed director of KFBI, Abilene, Kan., succeeding J. Buryl Lottridge, according to an announcement by H. K. Lindsley, president. Mr. Pyle formerly was a radio engineer.

HARRY SHAW, operator of WMT, Waterloo, Ia., and former president of the NAB, has been appointed to the NRA's Iowa State Recovery Board of nine members.

DON ALDERMAN has joined the sales staff of KFOX, Long Beach, Cal. He was formerly with magazine publications.

BEHIND THE MICROPHONE

E. E. (Al) HOFFMAN, formerly with WEXL, WFDF and WNBW and more recently manager of KGEZ, has joined the staff of KFYO, Lubbock, Tex., as program director and announcer. Mr. Hoffman, known on the air as Gail Abbey, is also on the staff of KFYO as accompanist and vocalist.

THE MARRIAGE of William Andrews, supervisor in charge of the announcing staff of NBC in San Francisco, will take place in the next two months. The bride will be Helen Musselman, whose program he first announced two years ago.

EDWIN M. WHITNEY, of the NBC production staff in New York, and Miss Emma M. Bolenius, of Lancaster, Pa., were married July 29.

DOROTHEA PONCE, of the Ponce Sisters harmony duo, underwent an operation for appendicitis at the Flower Hospital, New York, late in July and is recovering satisfactorily.

"BOSS" JOHNSON, farmer-philosopher on WLW, Cincinnati, has been named to the Indiana State Live Stock Sanitary Board by Gov. Paul V. McNutt. Johnson started his radio career on WLS, Chicago.

DAVID STONE, who has been active in southern theatrical enterprizes for the last 12 years, is the latest addition to the announcing staff of WSM, Nashville.

HARRY STEELE, until recently news announcer for WLS, has been added to the staff of WBBM, Chicago, in a similar capacity.

WHP, Harrisburg, Pa., reports that Glenn W. Williams, formerly of the HARRISBURG TELEGRAPH, has been added to its announcing staff and that Virginia Doyle and Margaret Giles, the Silver Dust Twins, now heard on CBS, have been appearing on WHP on weekends. They started their radio show at the Harrisburg station.

BORN, to Mr. and Mrs. Ned Tollinger, of the team of John and Ned on the NBC staff in San Francisco, a son, Aug. 3.

RUSH HUGHES, Jr., air columnist for the Langendorf Bakeries on the NBC - KGO network, is out of the wheel chair after a recent auto accident in which his legs were seriously injured. Mrs. Hughes was also badly injured.

GALE SWIFT, NBC Chicago music supervisor, and Earl Roberts, staff musician in the network's Chicago studios, will cruise with their families in the Roberts cabin cruiser down the new Illinois waterway to the Mississippi, then to the Ohio and Tennessee rivers. They will leave Sept. 9.

STAN LEE BROZA and his WCAU Kiddies, of WCAU, Philadelphia, have just completed a week's engagement at the Steel Pier in Atlantic City.

BOB ELSON, WGN, Chicago, sports announcer, and Virginia Toeller, Chicago, were married Aug. 1. Mary Afflick, WGN, Chicago, continuity writer, and Dr. Weston McDonough, Chicago, were married August 3.

DR. A. WINFIELD HOENY, noted dramatic reader, has joined the staff of WLW, Cincinnati.

EDWIN FRANKO GOLDMAN, whose concerts have been a regular feature on NBC-WJZ network, has been awarded the rank of Cavaliere of the Order of the Crown of Italy by King Victor Emmanuel II in recognition of his work in behalf of Italian art.

RAY WINTERS, announcer of WMCA, New York, has left for a unique six-weeks' vacation in Yellowstone Park, during which he will take moving pictures of wild animal life. His hobby is photography.

HERBERT C. RICE, producer of the Hecker H-Bar-O Rangers series on CBS, has been appointed production director of WGR and WKBW, the Buffalo Broadcasting Corp. announced Aug. 11.

HOWARD NEUMILLER, musical director in the CBS Chicago studios, has returned from a two months' tour of Europe.

PAUL RHYMER, of the NBC continuity staff, and Mary Frances Murray, of Chicago, were married in Chicago July 31. Rhymer is author of the Vic and Sade sketches on the network.

EDGAR A. GUEST, the poet heard in the NBC Household Finance programs, was host to members of the cast at his summer home in Point Aux Barques, Mich., for the week of Aug. 13.

GEORGE KELLY, production manager at WDEL, Wilmington, Del., is the composer of the official march of the Kappa Alpha fraternity. He is a graduate of the University of Delaware.

IN THE CONTROL ROOM

COMPLETION of the engineering staff of the Amalgamated Broadcasting System, New York, is announced by Frank Orth, chief engineer, who formerly was with CBS and WNYC. Studios and control rooms have also been completed, all amplifiers and parts being Western Electric equipment with RCA oscillators and microphones. There are six control rooms. The staff includes James J. Beloungy, former of WEAF, assistant chief engineer; Fred Walworth, formerly of CBS, control supervisor; Joseph Dale, formerly of RCA Photophone; George Sears, formerly with the Buffalo Broadcasting Corp., RCA Photophone and CBS, and Clarence Westover, formerly CBS studio engineer for Morton Downey on his tour.

E. H. LEE, federal radio supervisor at Detroit, has been transferred to Washington as assistant to William D. Terrell, chief of the Radio Commission's division of field operations. Richard J. Cotton, inspector in the Portland, Ore. office, has been transferred to Detroit, while Kenneth G. Clark of the San Francisco office goes to Portland. Victor G. Rowe goes from the San Francisco to the Los Angeles office.

M. F. BURNS, formerly Chicago sales manager for RCA Radiotron Co. and E. T. Cunningham, Inc., is now merchandising manager of RCA Victor Co., Camden, N. J.

CAPT. HALFORD R. GREENLEE, director of the Naval Engineering Experiment Station at Annapolis, Md., has been ordered to duty as director of the Naval Research Laboratory at Bellevue, D. C., to succeed Comdr. E. D. Almy.

LOUIS WEBER has joined the engineering staff of WMCA, New York.

T. A. McCLELLAND, chief engineer of WDAF, Kansas City, visited the NBC Chicago studios this month.

E. J. HENDRICKSON has been named manager of manufacturers' sales of the RCA Victor Co., Camden, N. J., with headquarters in Detroit.

MEL LEMON, chief technician at KMPC, Beverly Hills, Cal., has taken a similar position with XEFD, Tiajuana, Mexico.

J. (Ed) BLACK, formerly with KFDM, Beaumont, Tex., has joined KUMA, Yuma, Ariz., as a technician.

Noted Inventor Weds

SIR JOHN AMBROSE FLEMING, noted British inventor of the thermionic valve or tube, now 83 years old, was married early in August to Miss Olive May Franks, 34, an opera singer, according to a London report to the NEW YORK TIMES. Sir John was knighted in 1929 for his work in radio and is widely known in this country. He was one of Marconi's assistants in the building of the wireless station in Poldhu, England, from which the first transoceanic wireless signal "S" was sent to Newfoundland.

Power Tax Lifted

BROADCASTING stations, along with other domestic and commercial users of electrical energy, will be relieved of the three per cent Federal tax effective Sept. 1, at which time the tax will be placed upon the vendor, according to a statement Aug. 1 by Guy T. Helvering, Commissioner of Internal Revenue. The shift in tax burden is in accord with the Revenue Act of 1933, which amended the previous law, and which specifies that the vendor of electrical energy sold on and after Sept. 1 for domestic or commercial consumption will be liable for payment of the tax, based on the price for which it is sold.

Exempts Real Estate

REAL ESTATE notes or bonds, directly secured by first mortgage or deed of trust, or on a leasehold which is other than for oil, gas or mining, are exempt from the registration requirements of the Securities Act of 1933, the Federal Trade Commission ruled July 27. It was decided that registration of such securities does not appear to be necessary for the protection of investors because of the small amounts involved and the limited character of the public offering.

W. E. Raises Pay

AN AVERAGE pay increase of 11 per cent, benefiting 15,000 employes to the extent of $2,250,000 has been announced by the Western Electric Company, New York, as the company announced its support of the NRA campaign.

BY PERSEVERANCE, THE SNAIL REACHED THE ARK.
(YE OLDE PROVERB)

216 ALERT ADVERTISERS ARE REACHING *the* ARK THROUGH WISE USE *of the* 3 DES MOINES REGISTER AND TRIBUNE STATIONS

KSO-*Des Moines** **KWCR**-*Cedar Rapids** **WIAS**-*Ottumwa*

Synchronized merchandising service on all three stations available to national advertisers

**Affiliated with N. B. C. Blue network 18 hours daily*

Merchandising Important Factor in Radio

By R. CLARKE HANNAFORD

Merchandising Manager, WCKY, Covington, Ky.

Work of Department in Broadcast Campaign is Adapted To Solve Sponsor's Problem; Coordination is Aim

WCKY EXECUTIVES—Here are some of the executives of WCKY, who see to it that the station is "Doing the real job for the advertiser." Pictured here are (upper row, left to right): R. Clarke Hannaford, merchandising manager; L. B. Wilson, president and general manager, and George H. Moore, commercial manager; (lower row, left to right): Maurice Thompson, studio director; Alma Ashcraft, network traffic manager, and Elmer H. Dressman, director of continuity and publicity.

THE LAST three years have done much to bring about new and beneficial developments in broadcast advertising. Advertisers' appropriations have been reduced materially, while station rates in the majority of cases have remained unchanged—a situation which had to be justified by the stations. By 1931, the "good-will" program had practically vanished from the ether, commercial credits were strengthened and drawn down to hard selling with greater emphasis on price. This was evidenced in an increased number of short-time programs.

And along with the widespread movement to force the selling power of the program came a more urgent need for coordination; coordination between radio and other media; coordination between manufacturer and wholesaler, between wholesaler and retailer, and so on down to the consumer who must buy the product. Radio, because it is the youngest and least understood medium, found its shoulders laden with responsibilities which other media had outgrown. And these responsibilities—many of them matters of coordination—had, themselves, to be coordinated.

Meeting Sponsor's Needs

THERE undoubtedly are many ways in which stations may meet and master this situation. At WCKY, it has taken the form of a Merchandising Department. It may well have been called the department of coordination. The functions of this department are not definitely defined. It is prepared to find its own place in the broadcast campaign, depending upon the problems of the individual sponsor.

Orrin E. Dunlap, Jr., has hit the nail on the head in his book, "Radio in Advertising." He says, "It is the program that 'leads the horse to the water.' It is merchandising that makes it drink." By way of carrying the comparison further, the Merchandising Department must see that water is provided at enough places, and that drinking is made easier. How this is accomplished depends upon the product's status in the retail and wholesale fields, and in the minds of the consuming public. One product will need better distribution, while another may be combating a serious consumer prejudice. Again, it may be price which impairs results from broadcast advertising.

Methods of Merchandising

THE MOST widely known methods of merchandising include presentation of the advertising plans, in portfolio form, newspaper tie-up, display material, meetings with salesmen from wholesale houses, direct mail, and reward for written response. Each has its good points. From this list I should choose display material and newspaper tie-up—the latter because it brings into play another powerful medium and the former because it prolongs consumer interest and identifies the point of sale. The remaining four are effective but serve more or less as foundation for the other two. Presentation of the plan to dealers, meeting with salesmen, and direct mail are usually informative. They precede the actual campaign. By reward for written response, I refer to the program which puts the yardstick on sales resulting from listener interest—a practice which I believe is unnecessary, excepting as a means of quick check on test or short-time programs. Broadcast advertising is effective without being used to tell consumers how much they can get for nothing.

Methods of merchandising radio advertising are not new. It is not a question of *what* to do, but *how* to do it. At WCKY we have a highly specialized department with a variety of tested ways to effect successful merchandising. For example, the Field Merchandising branch, made up of men trained under our own supervision, handles the distribution of display material, presents the complete advertising plan in portfolio form to dealers, secures advantageous display space for the client's product and obtains valuable dealer reaction to both program and product. Its work paves the way for wholesale house salesmen and manufacturer's specialty men. The network system of contacting retail outlets provides for quick and intelligent coverage, thereby enabling the sponsor to narrow the gap between initial broadcast and consumer reaction. In addition to this phase, there is the direct mail branch which is equipped to circularize wholesale houses, retail stores and consumers. On some occasions this branch will circularize restricted areas within the metropolitan district in order to assist in gaining distribution.

Special Merchandising

ALSO, there are many special forms of merchandising. For example, those stores which we designate as "key" retail outlets frequently mention our clients' products and programs in their weekly bulletins to consumers. In one campaign, the field men had difficulty in securing distribution in one particular section. The most desirable outlets had experienced some disagreement with the advertiser's salesman and refused to stock the product. The facts of the case were obtained from the salesman, and the dealers were given a definite demand for the article through work direct with the consumers in that neighborhood. We contacted them first by means of direct mail, asking them to listen to the program, and soliciting their personal comments on it. The replies were more than gratifying. Next, we invited them to the studios to witness a broadcast sponsored by the manufacturer of the product in question. At the studio, each guest received a sample of the product. Within ten days, each of the five stores which had refused to carry the article, had ordered a substantial supply. This is a rare case, but illustrates the flexibility and application of sound merchandising sense.

The good will of the various trades is also given much consideration. Invitation broadcasts by remote control from theatres and other public places bring grocers and druggists closer to the client's advertising picture and build up favorable disposition toward the product. This is a phase of merchandising which is rapidly becoming more popular among advertisers, though, its benefits are questioned in cases where limitations are not placed on the type of audience attending.

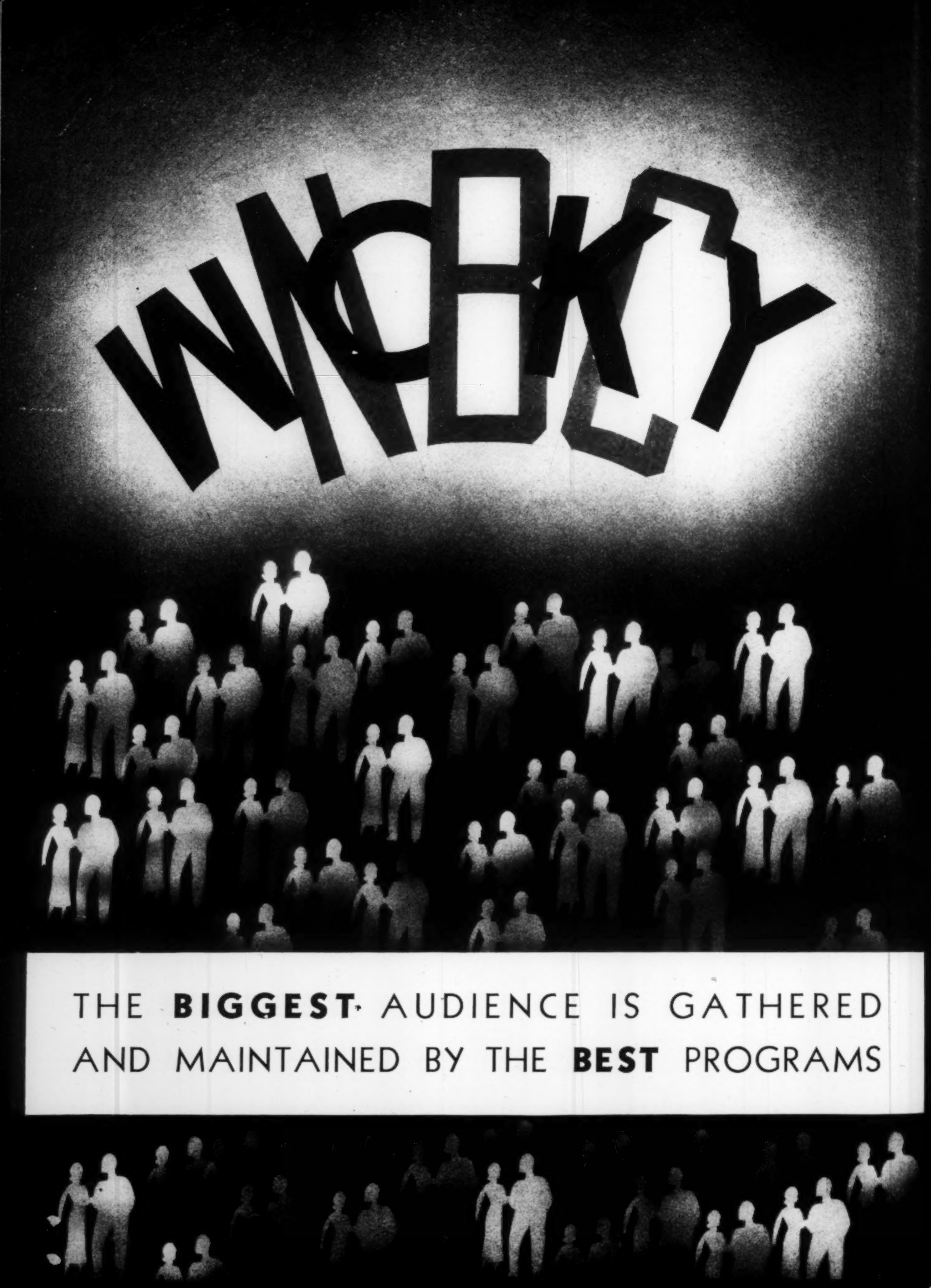
Relieves Excess Talk

THE COMBINED efforts of these branches bring about coordination. They follow through—converting good will into action, increasing distribution, sales and dealer acceptance, for radio advertised products. Furthermore, merchandising relieves the necessity for caustic, high-pressure sales talk in the program—a factor which must be taken into consideration if stations are to maintain their audience. The public does not want to hear a dial full of commercial credits anymore than it wants to read a newspaper or magazine filled with advertising copy. Programs should entertain and inform—create goodwill and place the name of the product on the Want List of the consumer's mind. Merchandising should see that Want Lists are checked at the store.

It's Whiteman Studio

WCKY's main studio bears the title of the "Colonel Paul Whiteman Studio", because it was here not so long ago that the King of Jazz was presented with his commission from the Governor of the Blue Grass commonwealth as a real Kentucky Colonel.

L. B. WILSON, president and general manager of WCKY, Covington, Ky., left for New York Aug. 5 for a business trip. He was accompanied by Mrs. Wilson.


WNBC WCKY
THE BIGGEST AUDIENCE IS GATHERED
AND MAINTAINED BY THE BEST PROGRAMS

• • • **THE FACT THAT** • • •

WCKY

SENDS THREE HALF-HOUR PROGRAMS EVERY WEEK TO THE NETWORK OF THE **NATIONAL BROADCASTING COMPANY** IS REAL ENDORSEMENT OF THE QUALITY OF PRODUCTION AT **WCKY** • •

WCKY Leaps Ahead in Four Short Years

Aggressive Policies of L. B. Wilson Bring Real Programs To Listeners, Results for Station's Advertisers

LESS THAN four years ago, WCKY went on the air for the first time, sharing hours with Chicago stations. In November, 1931, L. B. Wilson took over active management of the station and the WCKY of today, operating on a cleared channel, with full time and with National Broadcasting Company affiliation, is one of the country's outstanding stations. Through sound policy, experienced showmanship, sparkling continuity and wide-awake merchandising it is "doing the real job for the advertiser."

IN THE fall of 1928 a group of leading citizens of Covington, Ky., and Cincinnati, Ohio,—business and professional men, bankers and capitalists — decided that there was need for another radio station, one of Class A rating, to serve the people of the Northern Kentucky area.

Three other stations at that time had their studios in Cincinnati, but Kentucky with a quota of three high-powered stations had only two in existence. Covington, Kentucky's second largest city, lies immediately adjacent to Cincinnati, on the opposite side of the Ohio River, and it was decided to locate the station there. Capital soon was subscribed and an operating company, L. B. Wilson, Inc., was formed. Its president was L. B. Wilson, banker, manufacturer, theater chain operator, and its directorate included some of the most influential business men of Covington and Cincinnati.

Established in 1929

THE COMPANY applied to the Radio Commission for a license on Feb. 5, 1929. The call letters WCKY were requested, the three last letters signifying Cincinnati and Kentucky. Upon issuance of the license studios were constructed in Covington and a modern 5000-watt transmitter was built near Crescent Springs, Ky., some 20 miles from the city.

WCKY went on the air for the first time on Sept. 16, 1929, with a dedicatory program originating in the NBC studios at New York, as the station became affiliated with NBC before beginning to broadcast. Graham McNamee, Philips Carlin, Phil Cook, Carson Robinson, Elizabeth Lennox and other NBC favorites were among those on the program welcoming WCKY to the network. Governor Flem D. Sampson of Kentucky was present in the studios at Covington and delivered a radio address congratulating Kentucky on its acquisition. E. D. Schorr, Ohio director of commerce, represented the Buckeye state's governor at the ceremonies.

At first WCKY shared time with Chicago stations, but later, having "won its spurs" through the excellence of its programs and the clarity of its reception, it was given full time and a cleared channel by the Radio Commission.

Wilson Takes Helm

HIS MANY other interests did not permit Mr. Wilson to devote a great deal of time to WCKY during the first two years of its existence. The station attained a reputation for good programs, but did not really begin to step out until Wilson took over active control and the duties of general manager in November, 1931. Having disposed of a few of his other interests, although still remaining active as a theater-operator, banker, and manufacturer, Wilson was able to devote a considerable part of his 12 to 18-hour working day to radio.

It was then that he really became interested in the business of broadcasting, and his years of experience in the theater and motion picture industry stood him in good stead. WCKY at once began to assume a new importance to listeners and advertisers.

Equipment was brought up to the minute, studio programs were improved and rates were doubled in accordance with the station's service to its advertisers. WCKY began to grow and new departments and additional personnel were added.

Today, in the opinion of its president and general manager, WCKY is the best dollar-for-dollar advertising buy in the Cincinnati market.

Slogans Adopted

"THE BIGGEST and best show on the air", was one of the early slogans coined by Wilson, and "WCKY, Covington, Ky., one minute from Cincinnati" is another which has attracted widespread discussion and attention.

This year the head of WCKY decided to carry his message to the radio industry in general in the most effective way possible. He planned and is carrying out an extended and unique advertising campaign in BROADCASTING, setting the facts in connection with his station before advertisers, agencies and radio folk in general.

"Station policy", his advertisements have stressed, "is governed by 21 years of executive experience in banking and business." L. B. Wilson, president and general manager, has had experience in that length of time in a variety of business interests. Following a youthful career as theater manager, actor, newspaper reporter and advertising agency copy writer, he embarked in business for himself, opening a cigar store. The gossipy, good-natured, wisecracking three-inch ads that he ran in the daily papers soon attracted widespread attention, and "L. B. Wilson's Smoke Shop" became the favorite gathering place of lawyers, judges, merchants and professional men.

The young proprietor was on intimate terms with leading men of Covington and Cincinnati. Always a good listener, he learned many a lesson from the depths of their experience.

Wilson's Experience

IN 1923 he and three associates built Covington's leading theater, the Liberty, which was a success from the start, although many predicted its early failure because they thought it was too pretentious. Three other theaters later were purchased by this group. A few years after this Wilson was named receiver for a boiler manufacturing concern, brought it out of the red and was made president and general manager of the reorganized company. Then he and former U. S. Senator Richard P. Ernst purchased one of Covington's leading banks and Wilson ran it as executive vice president until they merged it with another bank. He is still a director and vice president of the merged institution, which is the second largest state bank in Kentucky.

When the Covington - Cincinnati Cities Bridge Company, operating a toll bridge across the Ohio River, was formed, Wilson was made president and continues in this capacity.

His success in these varied fields as well as what he has done for WCKY makes it possible for the station to point with pride to a directing head who "knows his onions" in matters of business and policy.

Dressman Builds Programs

ONE OF the things done by Wilson to strengthen WCKY after he took active charge was to build a first-class continuity department. "Fifteen years of editing and dramatic criticism on metropolitan dailies supervises continuity", the WCKY ads say.

As director of continuity, Wilson appointed Elmer H. Dressman, Covington and Cincinnati newspaperman, who has served in almost every capacity on the editorial staffs of dailies. On the CINCINNATI POST, Dressman served consecutively as reporter, staff correspondent, state wire editor, photoplay and dramatic critic, city editor and acting managing editor. On other newspapers he served in other capacities, obtaining an insight of both editorial and business departments, as well as gaining an intimate knowledge of "show business" through friendships and contacts with theater managers, producers and stars of stage and screen.

Dressman started his newspaper career at the age of 17 as a cartoonist on a Covington daily, but soon decided he would "rather be a good reporter than a bum cartoonist", and devoted himself to writing exclusively. Prior to joining WCKY, he was editor-in-chief of the KENTUCKY WORLD, a daily and Sunday tabloid.

His wealth of experience is reflected in the commercial and sustaining continuity of WCKY. His newspaper training causes the station's announcement and programs to be devoid of verbosity, with the value of each word properly assayed.

Merchandising Specialist

"SEVEN years of marketing experience with leading national advertisers manages merchandising", the WCKY advertisements proclaim. When Wilson established his station's merchandising department he named R. Clarke Hannaford as merchandising manager.

Hannaford was educated at Culver Military Academy and Lafayette College, majoring in economics. He then served as marketing and merchandising consultant to Octane Research Laboratories, later becoming assistant to the president of that organization.

Following this Hannaford joined the staff of J. Ralph Corbett, Inc., a marketing and merchandising organization, in the fall of 1931 in the capacity of district manager of that company's Cincinnati and Detroit offices.

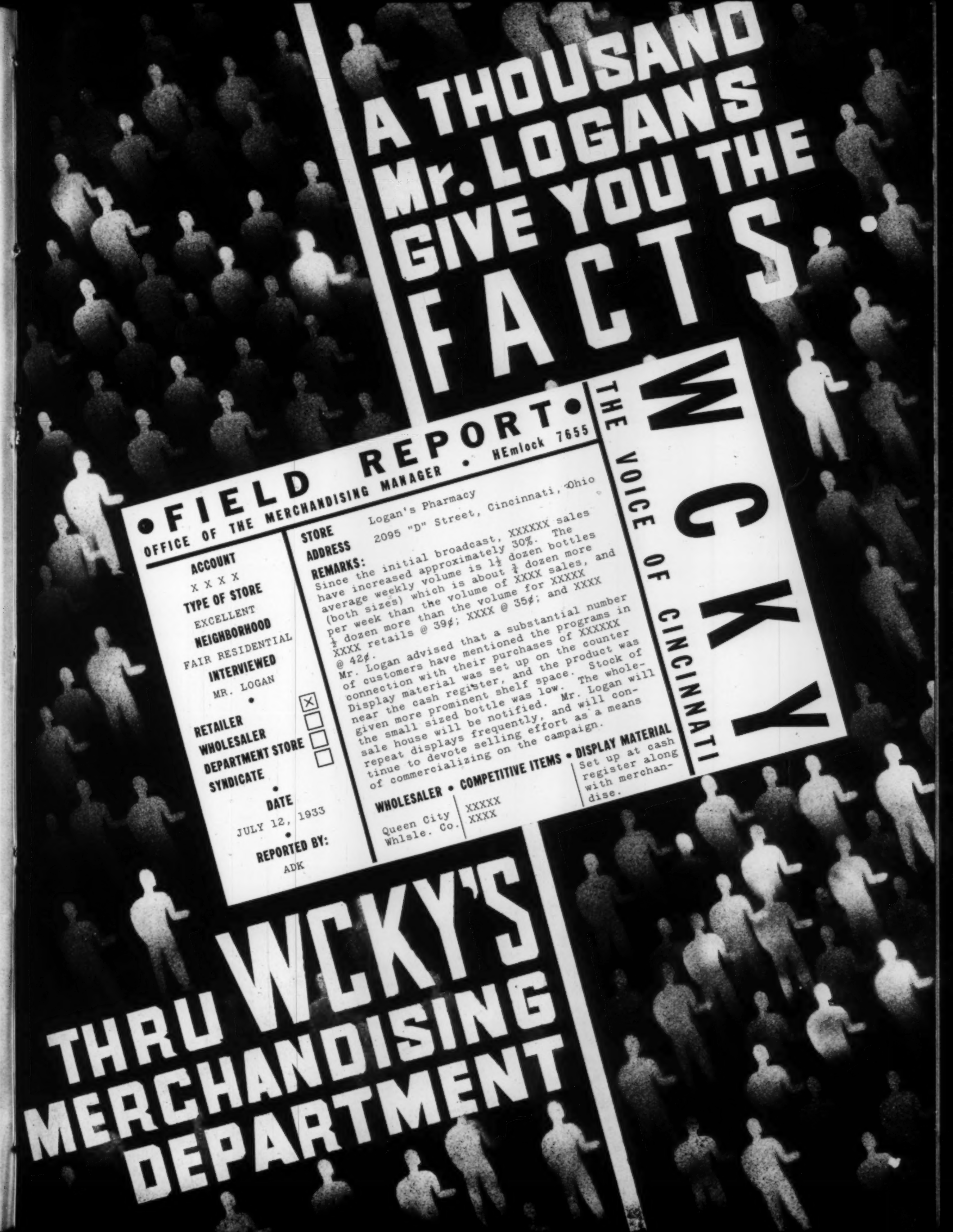
In March, 1933, he assumed duties as merchandising manager of WCKY and has developed the merchandising department to its present state of efficiency.

Show Business Angle

"TWENTY-THREE years of show business directs production", the WCKY ads say.

For that number of years and more Wilson has been interested in show business. For that number of years he has been engaged in giving the public the kind of shows it wants—first in vaudeville, then in motion pictures, and now in radio. No one knows better than the head of WCKY the proclivity of the public for change in its amusement tastes. Thus, he knows, 1932 entertainment standards may not be

(*Continued on page 31*)



•FIELD REPORT•

OFFICE OF THE MERCHANDISING MANAGER • HEmlock 7655

ACCOUNT
X X X X
TYPE OF STORE
EXCELLENT
NEIGHBORHOOD
FAIR RESIDENTIAL
INTERVIEWED
MR. LOGAN

RETAILER ☒
WHOLESALER ☐
DEPARTMENT STORE ☐
SYNDICATE ☐

DATE
JULY 12, 1933

REPORTED BY:
ADK

STORE Logan's Pharmacy
ADDRESS 2095 "D" Street, Cincinnati, Ohio

REMARKS:
Since the initial broadcast, XXXXXX sales have increased approximately 30%. The average weekly volume is 1½ dozen bottles (both sizes) which is about ¾ dozen more per week than the volume of XXXX sales, and ½ dozen more than the volume for XXXXX XXXX retails @ 39¢; XXXX @ 35¢; and XXXX @ 42¢.

Mr. Logan advised that a substantial number of customers have mentioned the programs in connection with their purchases of XXXXXX Display material was set up on the counter near the cash register, and the product was given more prominent shelf space. Stock of the small sized bottle was low. The wholesale house will be notified. Mr. Logan will repeat displays frequently, and will continue to devote selling effort as a means of commercializing on the campaign.

WHOLESALER	COMPETITIVE ITEMS	DISPLAY MATERIAL
Queen City Whlsle. Co.	XXXXX XXXX	Set up at cash register along with merchandise.

MAKING RADIO ADVERTISING MORE PROF

WCKY Contacts

WHOLESALE AND CHAIN STORE
ers are advised of your broadcast a
the idea of commercializing on your

KEY RETAIL OUTLETS. Dealers carry
to increase stock in order to meet inc
tageous display spaces are obtained
a place of greater sales advantage.

CLASS B & C OUTLETS . . . then
of Key Outlets.

INDIVIDUAL CHAIN STORE . . .
if you have made arrangements for a
A Detailed Report for each wholesale
you in triplicate.

INTELLIGENT FOLLOW-UP RESULT
INCREASE IN YOUR SALES

MERCHANDISING ADVERTISING AT WCK

DON'T WORRY about the audience after the proper program has been chosen. Concern yourself with **LISTENER-INTEREST** in that program. The audience makes sound attempts to purchase your product, but too often finds a profound lack of dealer-interest at the point of sale. He does not have the product in stock . . . he just sold out his limited supply . . . or, if your product is a new one, he has not heard of it. And rather than lose or postpone a sale he substitutes another brand. You can't blame him!

WCKY guards your campaign against the unfavorable influences which affect the consumer's intention to purchase.
or break sales! If they know of your broadc
shown how to become a part of your advertis
are educated in merchandising and selling . .
curb the buying interest which your programs c
compared to the amount of careful thought al
is a proportionate amount of attention which sh
Having established the audience, **WCKY** has
FIELD MERCHANDISING DEPARTMENT to
and your product at the point of sale.

Super Suds
Soap
KRAFT
VELVEETA
Bayer Tablets of Aspirin
Genuine

XUM

OFITABLE TO ITS SPONSORS

HAIN STORE HEADQUARTERS. Buy-
ur broadcast activities and are sold on
lizing on your campaign.

. Dealers carrying the product are urged
der to meet increased demand. Advan-
are obtained and your product is given
s advantage.

TS . . . thereby filling in the network

STORE . . . as a means of check-up,
ngements for a definite display schedule.
each wholesale and retail call is furnished

W-UP RESULTS IN AN EVEN GREATER
SALES

WCKY . . .

o purchase. Retail dealers can make
f your broadcasts . . . if they are
f your advertising plan . . . if they
nd selling . . . they are less prone to
our programs create. In other words,
eful thought allotted the buyer, there
ntion which should be given the seller.
, **WCKY** has developed an efficient
ARTMENT to service your program
f sale.

Pillsbury's
SNO SHEEN CAKE FLOUR
DO NOT CUT INTO PACKAGE
USE HANDY-SIFTER ON SIDE
REG. U.S. PAT. OFF.
RED T
TRADE MAR
MALT SYR
AN EXTRACT OF BARLEY M
AND CHOICE OREGON HO
PALE
RED TOP MALT COMPA
CINCINNATI, OHIO.
Campana's Italian Balm
Ingram's Shaving Cream
50¢
GENUINE
EXPURNA
CRYSTALS
VITA-FRESH
VACUUM PACKED
MAXWELL HOUSE COFFEE
HIGH GRADE
ALL PURPOSE GRIND
PALMOLIVE
Feen-a-mint
The Chewing Gum LAXATIVE
For Adults and Children
No Taste But the Mint
25¢
CUTEX
ODO-RO-NO
REGULAR

XUM

Listener Habits Revealed in Survey

Cincinnati Audience Favors Sponsored Programs; Prefers Radio to Movies; Thursday Big Night

IS GREATER Cincinnati radio-minded?

Just look at a few figures produced by a listener survey in that market during the past two and one-half months. Twenty-five hundred listeners, representing that many families actually owning radio sets, were interviewed.

Nearly 84 per cent said they and their families listen daily.

Nearly 87 per cent stated that they preferred programs sponsored by advertisers.

Nearly 26 per cent said that they expressed appreciation of sponsored programs by letter and more than 47 per cent stated their appreciation was expressed by purchase of the advertised product.

Nearly 67 per cent declared they would rather listen to radio entertainment than go out to the movies.

Other Conclusions

MANY OTHER interesting conclusions are reached as a result of a study of the survey, which was conducted by WCKY. Work of the survey was done by actual contact with men and women listeners in their homes. It has been confined to those families which have radios. The plan of operation for this survey provides a true cross section of Metropolitan Cincinnati and its outlying suburbs. The area was divided into 27 sections and the number of calls in each section was based upon a definite percentage of the total number of families paying rent of $15.00 to $100.00 per month. The object of basing the number of calls upon a percentage of rented homes was to confine the survey to an average buying power.

Here are some of the exact figures obtained through these 2,500 interviews in the homes of listeners: Listen in daily, 83.97%; listen in morning, 43.05%; listen in afternoon, 63.76%; listen at night, 97.58%.

Holding Listener Interest

ONE OF THE most interesting results is that pertaining to the difference in the duration of listener interest between summer and winter months. The following table affords a quick comparison:

Hours Daily	Winter	Summer
1	6.53%	17.10%
2	15.09	21.92
3	16.13	17.56
4	16.59	11.88
5	10.90	.51
6	10.44	6.77
7	23.97	14.92

Taking the largest percentage from the duration of the winter time interest, i. e., 4 hours, 16.59%, and subtracting it from the percentage for the same number of hours in the column of summer time figures, 11.88%, we find that there is a summer time decrease of 4.71% in the number of persons who listen to their radios four hours each day.

One of the specific questions asked was whether the person interviewed preferred listening to radio in his home to going out to the talkies. L. B. Wilson, president of WCKY, is operator of a chain of picture theaters and was much interested in what the result would be.

Radio vs. Movies

THE SURVEY showed 66.99 per cent preferred radio to motion picture entertainment. This was somewhat of a shock to Mr. Wilson as a theater-manager, although it has long been his belief that the fine entertainment offered on the air has been detrimental to theater business. He did not anticipate, however, the heavy ratio in favor of radio as against movies.

Favor Sponsors

LISTENERS also were asked specifically whether or not they preferred sponsored programs, and 86.68% answered in the affirmative.

Another question asking whether the listener expressed appreciation of programs (1) by letter and (2) by purchase of the product advertised, resulted in these figures: by letter, 25.95%; by purchase of advertised product, 47.36%.

Answers to the question regarding listener preference for special nights brought out the fact that Thursday is the night with the largest audience. The following table gives the percentage of listeners to preferred nights:

Monday	9.12%
Tuesday	13.26
Wednesday	11.82
Thursday	20.05
Friday	9.64
Saturday	7.80
Sunday	14.40

What Listeners Like

ANSWERS of the 2,500 persons interviewed showed the following preference in the matter of type of programs:

Popular music	53.27%
Plays	47.12
Comedy dialogue	41.04
Sports Reviews	25.43
Semi-classical music	21.07
News events	20.04
Classical music	19.80
Children's programs	10.10

That most persons consider their radio a necessity in the home is shown by the fact that 75.54 per cent so stated.

WCKY Makes Study

WHILE THE survey was conducted by WCKY, those interviewed were not informed that it was being made by any particular station. The listeners asked the questions were in no way influenced in their answers, the object of the survey being to obtain a true picture of radio in Cincinnati. The survey is being continued in order to enlarge the picture.

"THREE GRACES"

These Girls Greet You As You Enter WCKY Offices

Sarah Jane Petty

(center) Jeanette Fuller

Katie Mae Nelson

AT WCKY they call them the "Three Graces" — these three girls who greet you as you enter the outer offices of the executive suite at WCKY.

Jeanette Fuller, (center) secretary to President L. B. Wilson, is greatly interested in the technical and executive side of radio and voraciously devours all information available about broadcasting. She likes music and plays the piano, but is one girl who has no ambitions to be a radio star. Jeanette is the statistician who compiles the mail analysis each year for WCKY. She likes to swim, play tennis and ride a bicycle and her favorite reading is fiction and travel books.

Sara Jane Petty (upper) secretary to Elmer H. Dressman, continuity director, is a native of Austerlitz, Ky. She, too, intends to carve a business career for herself. Sara Jane is an expert stenographer despite her youth and she is in charge of WCKY's library of pictures, cuts and mats of local and network artists. At the studios they will tell you that this is one "morgue" where pictures are never missing when wanted. Miss Petty spends most of her spare time reading. Her hobbies are swimming and dogs.

Katie Mae Nelson (lower), head switchboard operator, hails from Salem, Ky., about 35 miles from Paducah. Like Irvin Cobb, who also was given to the world by that locality, Katie Mae has plenty of wit and humor. But unlike Cobb, she is tiny and exceedingly active. Just lately she has become "Cinderella", who conducts the WCKY Kiddies Klub sessions. Her ambition is to become an NBC star. She'd like to sing with an orchestra and do hotcha numbers. She enjoys sports, people, especially children and travel.

Yes, It's Really One Minute From Good Old Cincy

Covington Is On Doorstep Of Ohio's Queen City

"WCKY, Covington, Kentucky, one minute from Cincinnati."

This station announcement has been the subject of much discussion, both in Cincinnati and places far removed where "the voice of Cincinnati" is heard.

As a matter of fact, Covington really is one minute, or less, removed from Cincinnati. The Ohio River is the boundary between Ohio and Kentucky, or to be exact, Kentucky extends to the low water mark on the Ohio side of the river. Thus it is possible, on a boat or on one of the five bridges spanning the river at Cincinnati, to step across an imaginary line and instantly pass from one state to another.

However, Covington does not extend as far as the Kentucky boundary, its corporation line reaching only the middle of the river. It is less than a minute by auto or street car from the low water mark on the Ohio side to the middle of the stream. And it is easily possible, by auto, to ride from the Cincinnati business district across one of the bridges to the Covington City Hall in one minute.

Another fact not well known outside of the Cincinnati district is that Covington and its residential suburbs are actually closer to the Cincinnati business district hub than nine-tenths of the Cincinnati residential sections.

All of which proves that the line, "WCKY, Covington, Kentucky, one minute from Cincinnati" is no prevarication.

WCKY's Engineers

WCKY has a capable staff of engineers and control men whose duty it is to see that transmission is perfect at all times. At the transmitter, located near Crescent Springs, Ky., R. J. Reid, chief engineer, and his assistants, S. K. Heffernan and Charles H. Topmiller, are on the job during the station's broadcasting day. Wes Galvin and W. F. Haley see to it that the programs are properly monitored from the WCKY studios.

Speedy Reviews

DRAMATIC and motion picture reviews are given regularly from WCKY by Elmer H. Dressman, known on the air as the "Radio Reporter." Opening night performances of stage shows in Cincinnati are reviewed at 11:30 p.m., shortly after the final curtain has fallen.

WCKY Makes Three NBC Programs

"Southern Symphonies" and "Happy Days in Dixie" Sent To Network Weekly From Covington Studios

WCKY's production department points with pride to the fact that it produces each week three half-hour programs for the networks of the NBC, with which the station is associated.

The ace program is "Southern Symphonies", featuring Theodore Hahn and his WCKY Orchestra, heard every Monday night from 10:30 to 11:00, EST, from the WCKY studios. This program includes dance music, novelties and light classics. Mr. Hahn and his musicians are heard also every Wednesday afternoon at 3 p.m. in a half-hour program of popular and light operatic music, also carried on the network to 36 stations.

Most Popular Maestro

"SOUTHERN Symphonies" was first presented more than a year ago over NBC. The present series closely follows the line of the first, excepting that Mr. Hahn has now introduced dance music to his programs.

Theodore Hahn is Cincinnati's best-known and most popular maestro. For several years, during the silent picture era, he conducted the Capitol Theater Orchestra, when the Capitol was the Queen City's leading picture house, both under Ascher Bros. and Isaac Libson management. While at the Capitol, he had as pianist Carl Portune, who later became conductor of the Strand Theater Orchestra, but who again is at the piano for Mr. Hahn's new orchestra.

The WCKY orchestra includes Cincinnati musicians of first rank, most of whom have played with the famous Cincinnati Symphony Orchestra. James Jerome Rosenberg, tympanist, formerly was with Roxy's Gang and later with the Cincinnati Symphony. Robert and Fred Motzer, trumpet players, are brothers and often are heard in trumpet duets on the network programs.

Soloists featured with the orchestra include Dixie Dale, contralto; Homer Bernhardt, tenor, and Ramon Black, tenor.

Southern Variety Feature

ANOTHER half-hour program produced in the WCKY studios for the NBC network each Wednesday afternoon from 2:30 to 3 p.m., is "Happy Days in Dixie", presenting a variety of entertainment offered in pleasing southern fashion.

Among the artists on this broadcast are the Dixie Vagabonds, old-time fiddlers; the Tunesmiths, harmony trio; Murdock Williams, the "piano stylist"; the James Boys, male quartet; Charles Partington, accordionist; Lowell Baxter, pianist; Johnny Blane, banjoist, and Dixie Dale, the "southern songbird."

Others who have appeared in "Happy Days in Dixie" are the Sundodgers, string orchestra; Bradley

(*Continued on page 31*)

HEARD OVER NBC NETWORKS—Here are some of the artists heard on programs produced by WCKY for networks of the National Broadcasting Co. The musicians (above) are Theodore Hahn and his WCKY orchestra. Group surrounding the two pianos (below) is the cast of "Happy Days in Dixie", with inset picture of Dixie Dale, soloist. Middle row (left to right) are Homer Bernhardt, Theodore Hahn and Ramon Black.

STUDIO DIRECTOR FROM WEST

Town Where Maurice Thompson Was Born Gave Up After He Took His Departure

THE PET hobby of Maurice Thompson, studio director of WCKY, is directing male choruses. He has gone many places and seen and done many things in his young life, but he seems to be proudest of the fact that since coming to Covington he has organized and directed one of the most successful choral units in the country, the Mendelssohn Singing Society.

Thompson was born in Motor, a little Quaker settlement in Iowa, on June 17, 1904, and, "believe it or not", the town doesn't exist now. "It gave up when I left", is Thompson's supposition.

Former Reporter

HIS FATHER'S business was in opening and establishing stores, and as a result Maurice had to get his education "on the run." Before graduating from high school in Oakland, Iowa, he attended 13 schools in six states — Kansas, Iowa, Texas, Oklahoma, Missouri and Nebraska. Then he went to a

(*Continued on page 31*)

That Cover? Yes, It's By Mottern

Mr. Mottern

ART WORK in this special WCKY edition of BROADCASTING is the creation of Edward F. Mottern, Cincinnati commercial artist and designer and printing consultant. Mottern is an apostle of the school of modern art, as may be judged from his drawings, particularly the cover design of this issue.

This gifted and original artist really started his career when a small boy. His father bought him a printing outfit, and from then on Mottern began to learn and learn and learn about type and pictures. Little Edward had growing pains and crayons and water colors all together. The water colors and crayons won.

Through grammar school and high school Mottern applied himself to drawing, with and without instruction, free style and cramped, original and copy. He was originator and editor of a high school paper. Technique as editor won him plaudits, originality hastened graduation. Then our hero entered an era of oil. At university he had the place divided into two parts; one-half whoopingly for him and the other half the subject matter for his vicious gift for caricature. Among several coveted editorial chairs he occupied was the major one of annual editor for two seasons.

He became a commercial artist with an agency, then advertising assistant of the Crosley Radio Corporation and editor of its house journals. Later he was senior partner in a local agency, and the final picture of our series shows him as an eminently successful free lance commercial artist and designer and printing consultant to a large publishing concern. His creations, as typified by those in this edition of BROADCASTING, give more of an insight into his genius than any number of printed words could supply.

"Crinoline Girl" Turns To Directing Programs

ALMA ASHCRAFT, network traffic manager and assistant studio director of WCKY, is one of the members of the original staff at the station, having been there since 1929. Formerly known on the air as the "Crinoline Girl", singer of favorite ballads, she now devotes her time almost exclusively to the planning and direction of programs and keeping the flow of network features running smoothly.

For recreation she writes short stories and radio dramas, rides horseback and plays tennis.

Youngest Entertainers

THE YOUNGEST staff entertainers on WCKY are the Radio Sunbeams, Bettie and Flossie, harmony singers. They are 8 and 10 years old, respectively, and have been on the air for three years.

Studios and Offices Enlarged by WCKY

Additional Floor Taken Over; Quarters Are Redecorated

WORK is well under way on the new executive offices and studios of WCKY, Covington, Ky. Early this summer, L. B. Wilson, WCKY president, decided to add the third floor of the WCKY Building, which is in the heart of the Covington business district and close to the downtown business hub of Cincinnati, to the quarters already occupied by the station.

This makes 150 per cent enlargement of WCKY's studios and offices since Mr. Wilson took over personally the executive management of the station in November, 1931. The additional space was made necessary by the growth of WCKY's business, and, looking forward to the best year in the station's history, Mr. Wilson made up his mind to do the job well.

Full Floor of Offices

THE THIRD floor is to be devoted entirely to offices. The fourth floor, previously occupied by the studios and executive offices will be turned over entirely to studios. Quarters on all four floors of the WCKY Building are being redecorated in modernistic style. They will be completely refurnished and recarpeted in keeping with the decorations.

Besides the executive offices, the third floor will have a new studio lounge, studio reception room, two executive reception rooms and a consultation room where prospective clients may discuss program and merchandising plans. A speaker's studio and special audition room will be added on the fourth floor. This is a new development in radio production, providing a studio from which speakers may broadcast amid all the comforts of a well appointed drawing room office. The large fourth floor lounge will provide luxurious surroundings for visitors attending invitation programs. Another feature is the new modernistic dressing room for talent participating in programs given in costume. Alterations will be completed on or about Aug. 30.

Kiddies Klub Is Popular Program

MORE THAN 1,000 children of Cincinnati, Covington and surrounding communities thus far have joined the WCKY Kiddies Klub, which has a half-hour program three times a week on "the Voice of Cincinnati." Katie Mae Nelson, as "Cinderella", is mistress of ceremonies, with Lowell Baxter in the role of "Pied Piper" assisting.

The studio is crowded with children at each session. Boys and girls are allowed to sing, play musical instruments and even tap dance before the mike. Prizes are awarded each Saturday morning to the kiddies getting the most popularity votes from the radio audience.

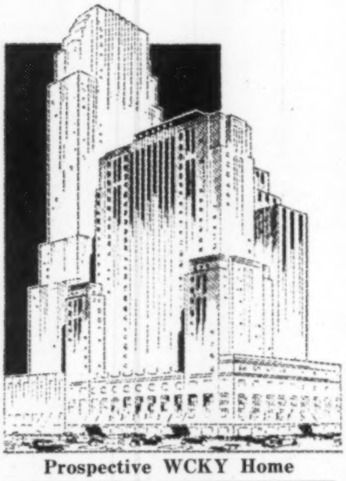
WCKY Negotiating For Studio In New Cincinnati Skyscraper

Entire Floor May be Taken in Carew Tower; Netherland Plaza Hotel Tieup Looms

"THIS IS WCKY, broadcasting from its studios in the Carew Tower, in Emery City, in the clouds of Cincinnati."

This announcement on WCKY programs is a possibility if pending negotiations between L. B. Wilson, president of WCKY, and John J. Emery, who controls the destinies of Cincinnati's $35,000,000 real estate development, Emery City, bears fruit.

If the deal is consummated, it will mean that the Kentucky station, just across the river, will have handsome new studios in the Queen City's tallest skyscraper. The Carew Tower is the 48-story department store and office building which has among other Emery City companion structures the 29-story Netherland Plaza Hotel. Two of Cincinnati's greatest department stores, the H. & S. Pogue Co. and Mabley & Carew, are located in the Tower, which also has the artistically beautiful Carew Tower Arcade, successor to the Emery Arcade, Cincinnati landmark of bygone years.



Prospective WCKY Home

Cincinnati offices and studios of WCKY would take up an entire floor of the Carew Tower under plans now being discussed. A studio in the Netherland Plaza Hotel, controlled by Mr. Emery and recently put under the direction of Ralph Hitz, is another possibility, making it possible for distinguished visitors to Cincinnati to broadcast directly from the hotel at which they are stopping.

WCKY's president believes that the Carew Tower location would be ideal for the station's projected Cincinnati studios, since it is the hub of the Queen City's business district, being located at the west end of Fountain Square, historic and picturesque center of the city.

MOORE IS VETERAN OF RADIO

WCKY's Commercial Manager Operated Wireless Set In China During Boxer Uprising

THE CAREER of George H. Moore, commercial manager of WCKY, is as cosmopolitan as radio itself. From the day, more than 30 years ago, when he first entered the field of wireless telegraphy, Moore's vocation has taken him to various recesses of the globe, separated by thousands of miles of land and water.

It was more than three decades ago that Moore as a boy in Liverpool, England, entered the employ of the Direct United States Cables Company as a messenger and junior operator. When the Boxer Rebellion broke out at the turn of the century, he hied himself to China. There at Taku Forts, he operated one of the first wireless outfits used in warfare.

Tired of chop suey, Moore headed for West Africa, and on the hot and unhealthful Cape Verde Islands, where only 3 per cent of the population is white, he assisted in operating the cable station of the Western Telegraph Company of London.

It's a long hop from Africa to Kentucky, but it is in the Blue Grass State that we next see Moore, associated with J. W. Cammack, former attorney general of the commonwealth, in the organization of a non-profit corporation of farmers, which operated telephone lines in the northern part of Owen county. It is to the credit of these two men that the farmers of this section are today using this means of communication at rates lower than those prevailing in the cities.

Moore's next journey was not so far. He went to Cincinnati, where he served as secretary-treasurer of a taxicab company. But radio, his first love, lured him away from the transportation business. In 1929, the year WCKY began its broadcasts, Moore joined the station as assistant manager.

Citing telegraphy and wireless as the background of his desire to remain with radio, Moore recalls the all-important messages in regard to the sinking of the Maine, the declaration of war between Japan and Russia and the opening of the Trans-Siberian Railroad.

Affable and efficient, Moore has had admirable success in handling the commercial accounts of WCKY. Radio, however, is more to him than a mere livelihood. He believes that the romance of yesteryear has been revived in broadcasting, and that in the future it will bring forth more unbelievable thrills—and romance.

Own News Bureau Opened by WCKY

Veteran Newshawks Gather Exclusive Items Daily

Joe Dressman

WCKY stepped right out and organized its own local news-gathering service when the newspapers placed a ban on broadcasting of their news. While L. B. Wilson, WCKY president, believes that there should be no quarrel between radio and the press and is of the firm opinion that cooperation between these two mighty forces would be of benefit to both, he still contends that radio listeners are entitled to news flashes.

Several months ago WCKY organized a news bureau of its own in Cincinnati and northern Kentucky under supervision of Elmer H. Dressman, continuity and publicity director. In immediate charge of the bureau is Joseph H. Dressman, known as "WCKY's Roving Reporter." Joe Dressman studied at Xavier University High School and Xavier University, Cincinnati, then broke into the newspaper game. He was business and general assignments reporter on the Cincinnati Post, leaving to become city editor of the Kentucky World. He also served for a time as radio editor of the Post and became infected with the virus of broadcasting, which has brought so many members of the Fourth Estate to the Fifth.

WCKY's daily news flashes are gathered independently of the newspapers, and all the regular "beats", such as police, courthouse, city hall and so on are covered by station representatives.

The news program is regarded at WCKY as one of the station's best exclusive features.

Coca Cola Civic Club Heard Thrice Weekly

ONE OF THE most unusual morning programs on WCKY is that of the Coca Cola Civic Club. This is sponsored by the Coca Cola Bottling Corp. of Cincinnati and constitutes a forum for all civic and social organizations of Greater Cincinnati, southern Ohio, northern Kentucky and southeastern Indiana.

The program is heard each Tuesday, Wednesday and Thursday from 9:00 to 9:15 a.m. and is one of the best good-will bringers the concern has, according to W. O. Mashburn, Jr., president.

Civic Talks Aired

ONE OF THE outstanding civic programs heard over WCKY is the weekly quarter-hour of the Cincinnati Chamber of Commerce, which presents leading Cincinnati business men in short talks and musical entertainment by pupils of the College of Music of Cincinnati.

Director from West

(*Continued from page 29*)

business college in Omaha, Nebraska.

Like many successful men, Thompson has the right (although he never uses it) to say, "I used to be a newspaper man", because he was a reporter on a country newspaper for a year. Then he went to Des Moines University, where he attended the Conservatory of Music for four years. After a period passed at Danville, Ill., as director of music at a large church, Thompson settled in Kentucky, where, at Winchester, he was director of music at Kentucky Wesleyan College and at a church. He came to Covington as musical director of WCKY when the station opened in 1929.

A gifted baritone, Thompson has won the coveted Herbert Witherspoon scholarship at the Cincinnati College of Music.

Early Musical Talent

"THROUGH all my schooling from the first grade on, I was interested in music more than anything else", Thompson says. "I was continually organizing and directing plays, operettas, choirs, glee clubs and orchestras. Singing in church quartets and on the radio paid my way through school. After cutting loose the scholastic ties, I took my own company on a Chautauqua circuit, and taught and coached voice."

Before he was 25 years old, Thompson had directed two of the largest choirs in the country, and today is much sought as a soloist and director of music at Cincinnati churches.

Thompson married his high school sweetheart and they have a six-year-old son. One of Thompson's greatest worries is the fear that his boy will develop into an actor or musician.

WCKY Leaps Ahead

(*Continued from page 24*)

those of 1933, and similarly those of 1934 may have to vary from those of 1933.

In supplying entertainment to the public Wilson has ever been a leader, not a follower. He has an uncanny knack of sensing what the public is going to want next, and his success in the operation of theaters catering to every class proves his claim to the proudest appellation bestowed by theatrical people —"a showman." Under his supervision, WCKY is now producing three network programs weekly for NBC.

These things, combined with the station's clear reception in Greater Cincinnati and 28 other cities of large population in a rich market area, make WCKY's claim of "doing the real job for the advertiser" a matter of accomplishment, not of promises.

Fiddlers Popular

THE DIXIE VAGABONDS for a long time have been WCKY's champion mail-getters. These old-time fiddlers who open the day's broadcast each morning have received as high as 5,000 letters in a month's time.

Here Are WCKY's Announcers

Russell Hodges

Lowell Baxter

James S. Alderman
Chief Announcer

Bill Haley

CONTINUITY is the life-blood of a radio station in the opinion of L. B. Wilson, WCKY president. But, just as the body cannot thrive if blood does not circulate properly, a station derives no benefit from good continuity if competent announcers are not employed to handle it, Wilson believes.

WCKY's announcing staff is made up of trained men and there is no such thing as slovenly handling of commercial or other announcements at the Covington station.

Alderman, Chief Announcer

JAMES S. ALDERMAN, chief announcer, who announces a majority of the station's most important programs, has had a wide and varied experience, fitting him for his job. Born in Arlington, Tex., he left college to work for two years at selling newspaper ads, doing construction, mechanics, factory work, etc. During these various jobs he followed singing as a hobby. Singing for a church broadcast attracted the attention of a studio director, who induced him to appear as vocalist on a weekly program. Alderman possesses an excellent baritone voice and, like other singers, he drifted naturally into announcing. After spending a summer in California he decided to take up announcing as a vocation. He was chief announcer and assistant studio director at WBAP, Ft. Worth, then chief announcer and studio director at WACO, Waco, Tex. When the first series of "Southern Symphonies" was produced by WCKY for the network, Mr. Wilson engaged Alderman to announce the program. Since that time he has been WCKY's chief announcer. He is married and has two children.

Hodges, Sports Announcer

RUSS HODGES, WCKY's sports announcer, is a native of the town made famous by the Scopes trial—Dayton, Tenn. He has lived in Alabama and at Danville, Ky., moving to Covington in 1921. After leaving University of Cincinnati, Hodges took up radio singing as a hobby in 1929. He had a good job with a railroad and at first had no idea of devoting full time to radio.

However, in 1931 the "radio bug" got him and he became a WCKY announcer. Opening the station at 7 a.m. with old-time fiddlers, Hodges soon won a wide following through his geniality and humor.

Following every sort of sport, his was the only nomination when WCKY required a sports announcer, and now he is on the air every evening as "drum major" of the WCKY Sports Parade.

Hodges married Lucille Fox, of the station's entertaining staff. They have one child. Last year Russ won the Atwater Kent audition in Northern Kentucky. He's a baritone.

Baxter Led Band

LOWELL BAXTER is a crackerjack pianist as well as an announcer. Graduating from Wittenberg College, Springfield, O., in 1930, with degree of bachelor of music, "Bax" engaged in varied activities. In the summers of 1929 and 1930 he was director of music at Camp Pemigewasset, Wentworth, N. H., in the heart of the White Mountains. He organized and directed a 35-piece band composed of boys 11 to 18 years of age. In his senior year he was student director of the Wittenberg College Band.

Coming to Cincinnati, Baxter engaged in radio work and played with orchestras. In March, 1933, WCKY grabbed him and has held on to him ever since. Baxter's colleagues at the station say he could be a regular one-man staff if necessary, so widely diversified are his talents.

Haley a Mountaineer

ANNOUNCER Bill Haley comes from the picturesque Kentucky mountain region. Born in Berea, he was educated at Berea Academy and Berea College. Loving adventure, he went north to Cincinnati to learn aviation and became a commercial pilot.

His voice and knowledge of mountain music brought him an offer to make a series of recordings, and this led to an engagement for Bill and his pal Clyde Foley at WLS, Chicago. During their stay there they had five weeks on CBS network. Haley's desire to be nearer home brought him back to Cincinnati and he began work at WCKY as control operator, later graduating to the job of announcing.

FOR GOVERNOR
Business Men of Kentucky Turn to L. B. Wilson

WILL A broadcaster be nominated for governor of Kentucky in 1935? Influential political and business leaders of the state, whose indorsement in the past has been a forerunner of success in gubernatorial campaigns, are leaning toward nomination of L. B. Wilson of Covington, president of WCKY. It was learned Wilson had been approached as to his willingness to stand for the office, but he has made no comment. His successful business career has caused serious consideration of the broadcaster for governor because it is felt a business man is needed for chief executive if Kentucky's budget is to be balanced and the state is to overcome its financial difficulties.

Sisters of Skillet Call WCKY Home

EDDIE EAST and Ralph Dumke, the "Sisters of the Skillet", will tell you that WCKY is their favorite among the many places to which they refer as "our old home town." When Eddie and Ralph were in Cincinnati recently they sent out their daily NBC program from the WCKY studios. One day they were surprised by the presentation of chromium-plated skillets, bearing silver plates inscribed "To Eddie and Ralph from their WCKY listeners." In addition, L. B. Wilson, president, handed them commissions as Colonels on the staff of Governor Ruby Laffoon of Kentucky. The Colonels were almost overcome, but managed to finish their broadcast.

Has Unusual Voice

DIXIE DALE, the "Southern Songbird", heard on NBC programs from WCKY, has a unique contralto voice. Every time she sings with Theodore Hahn's orchestra the entire orchestration must be transposed. Mr. Hahn says he has never in all his musical experience encountered another female voice like Dixie's. She is one of the most popular entertainers on WCKY.

Keys NBC Programs

(*Continued from page 29*)

Kincaid, the "Kentucky mountain boy", and the Kentucky Jubilee Singers.

"Happy Days in Dixie" is announced by Maurice Thompson, while James S. Alderman, chief announcer, handles the Hahn broadcasts.

XUM

WCKY.

is a member of The National Broadcasting Company Network... the source of preferred entertainment in the American home.

WCKY. THE VOICE OF CINCINNATI

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KSTP, St. Paul: Beech-Nut Packing Co., Canajoharie, N. Y. (gum and candy) time signals 3 nights weekly, 13 weeks, thru McCann-Erickson, New York; Buick-Olds-Pontiac Sales Corp., Detroit (Oldsmobile) 6 commercial announcements, Campbell-Ewald Co., Detroit; Curtiss Candy Co., Chicago, time signals and announcements, daily except Sunday, 52 weeks, direct; Governor Clinton Hotel, New York, weather reports daily except Sunday, 13 weeks, Rose Martin, Inc., New York; Iodent Chemical Co., Detroit (toothpaste) transcription three days weekly, 52 weeks, Maxon, Inc., Detroit; Marcus Lesoine, Inc., San Francisco (Lovalon) transcription once weekly, 26 weeks, Erwin Wasey, San Francisco; Master Laboratories, Omaha (Crazy Crystals) 3 days weekly, 11 weeks, direct; National Oil Products Co., Harrison, N. J. (shampoo) transcriptions 2 days weekly, 11 weeks, Charles Dallas Reach, Newark, N. J.; Norge Corp., Detroit (Norge refrigerators) announcements daily except Sunday, 13 times, Cramer-Krasselt Co., Milwaukee; Odol Corp., Chicago (mouth wash) "Chandu" transcription, 5 days weekly, 52 weeks; Thompson & Taylor, Chicago (root beer) time signals daily except Sunday, 6 weeks, Mason, Warner Co., Chicago.

KYW, Chicago: Eversweet Products Co., New York (deodorant) 15-minute musical transcription, 3 days a week for indefinite period; Chocolate Products Co., Chicago (Kayo pudding) 15-minute program in the "Two Doctors" feature, 3 afternoons a week for indefinite period, direct; PX Products Co., Chicago (antiseptic) 15-minute program weekly for 39 weeks, direct; Smithereen Co., Chicago (insecticide) weekly 15-minute program and 2 announcements daily, 52 weeks, Shields & Vanden, Chicago; James H. Rhodes & Co., Chicago (K P Steel wool) renewed 15-minute periods in the "Two Doctors" feature 3 afternoons a week, direct; Independent Milk Dealers of Northern Illinois, three 15-minute programs weekly for indefinite period, direct; H. B. Van Korn Co., Chicago (Van Kamp razor blades)) daily announcements for indefinite periods, direct; Glessner Co., Findlay, O. (Keen shaving cream) 2 announcements nightly for indefinite period, Street & Finney, New York; Buick-Olds-Pontiac Sales Co., Detroit (Pontiac) daily announcements for indefinite period, Campbell-Ewald, Detroit; Illinois Central Railroad, Chicago, nightly announcements for indefinite period, Caples Co., Chicago.

KJR, Seattle: Norge Corp., Milwaukee (refrigerators) 1-minute transcriptions, 3 times weekly, 13 times, thru Cramer-Krasselt Co., Milwaukee; Armand Co., New York (cosmetics) daytime and evening announcements to Oct. 24.

KPO, San Francisco: Strasska Laboratories, Los Angeles (toothpaste) nightly except Saturday and Sunday, thru SHB, San Francisco; Bristol-Myers Co., New York (cosmetics) "Thru the Looking Glass" transcription, once weekly, Pedlar & Ryan, New York.

WEAF, New York: I. J. Foz, Inc., New York (furrier) "'Fox Fur Trappers" with Birth Hirsch orchestra, once weekly, thru Peck Advertising Agency, New York.

WCSH, Portland, Me.: Association of American Soap and Glycerine Producers, New York (anti-freeze) 1-minute announcements, 5 days weekly, 60 times, thru Newell Emmett Co., New York; Rumford Baking Powder Co., Rumford, R. I., transcription twice weekly, 52 times, SHB, New York; Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine) 1-minute announcements 3 days weekly, 78 times, Broadcast Advertising, Inc., Boston; Health Products Corp., Newark (Feen-a-mint) 1-minute announcements three days weekly, 78 times, Broadcast Advertising, Inc., Boston; Johnson Educator Co., Boston (Johnson Beer Chasers) 1-minute announcements, 6 nights weekly, 52 times, Radio Broadcasting Co., Boston; Ward Baking Co., Cambridge, Mass. (soft bun bread) "'Mitzi Green" transcriptions, twice weekly, 26 times, WBS, New York; Watch Tower Bible Society, Brooklyn, Judge Rutherford transcriptions, Sundays, 52 weeks, direct; Gardner Nurseries, Osage, Ia., 1-minute announcements each week day, 36 times, Northeast Radio Advertising Co., Seattle.

WEBC, Duluth, Minn.: Chrysler Motor Co., Detroit (Plymouth) 3 transcriptions weekly, two weeks, SHB, New York; Ford Motor Co., Detroit, four 15-minute studio programs, thru local dealers; Manchester Biscuit Co., Fargo, N. D. (saltine crackers) two 5-minute programs weekly, 26 weeks, Erwin, Wasey Co., Minneapolis; B. F. Goodrich Co., Akron (tires) three 5-minute transcriptions weekly, two weeks, Ruthrauff & Ryan, New York; Acme White Lead Co., Detroit (paints) one 15-minute transcription program weekly, 13 weeks, Henri, Hurst & McDonald, New York; Bost Toothpaste Corp., New York, one 1-minute transcription weekly, indefinite period, direct; Princess Pat Co., Chicago (cosmetics) transcriptions 6 times weekly, 4 weeks, Critchfield & Co., Chicago.

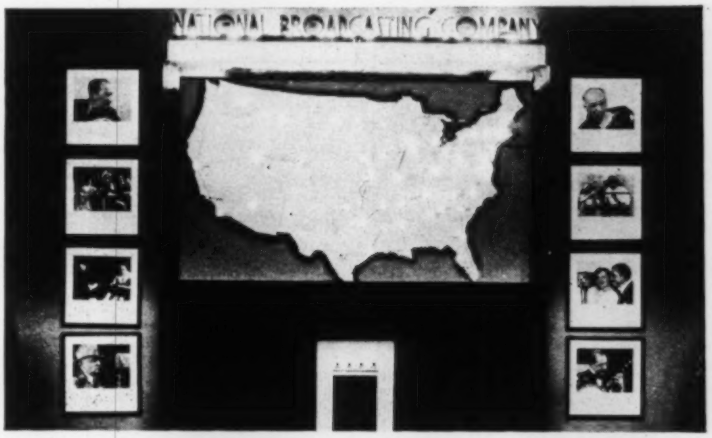
WCFL, Chicago: Brooks Appliance Co. (surgical appliances) 15-minute sports review 6 nights a week, thru Matteson, Fogarty, Jordan, Chicago; Dr. C. H. Berry Co., Chicago (Kremola) three 15-minute periods a week with Neysa Smith, direct.

WJSV, Alexandria, Va.: Pontiac Sales Corp., Pontiac, Mich. (Pontiac cars) 3 transcriptions weekly, 13 weeks, thru Campbell-Ewald, Detroit; H. J. Heinz Co., Pittsburgh (rice flakes) "Tarzan" transcription five nights weekly, 13 weeks, Maxon, Inc., New York; Borden Sales Co., New York (Borden's cheese) half-hour variety program weekly, 13 weeks, Young & Rubicam, New York; Elizabeth Arden, New York (toilet preparations) beauty hints 3 times weekly via WBS transcriptions, 6 weeks, Blaker Advertising Agency; Crystal Corp., New York (Outdoor Girl beauty products) musical transcription half-hour weekly, 13 weeks, Hanff-Metzger, Inc., New York; Bristol-Myers, New York (Milkweed Cream) "Through the Looking Glass" transcriptions, 52 weeks, WBS and Pedlar & Ryan, New York; Orange Crush Co., Chicago (beverage) "Marco" transcriptions, 5 times weekly, six weeks, J. Walter Thompson; Rumford Chemical Works, Rumford, R. I. (baking powder) cooking school via transcriptions, twice weekly, 26 weeks, Alberton & Currier, New York.

WGN, Chicago: John Puhl Products Co., Chicago (Bo Peep ammonia) 34 weeks from Sept. 25, using Tom, Dick and Harry harmony team, 3 mornings a week, thru Charles Silver, Chicago; Blatz Brewing Co., Milwaukee, and Old Heidelberg Inn at the Century of Progress, 15-minute program daily except Sunday, 13 weeks, C. Wendell Muench, Chicago; Kitchen Art Foods, Chicago (gelatine) renewed Francis X. Bushman in "Movie Personalities", daily, except Sunday, 13 weeks, Rogers & Smith, Chicago.

KFOX, Long Beach, Cal.: Los Angeles Soap Co., Kay White transcriptions, thru Freeman Lang, Los Angeles; Hotel Bellevue, San Francisco, 2-minute announcements, SHB, San Francisco; Dysart Oil Co., Long Beach (Mexico oil properties) 15 minutes daily, direct.

KPO, San Francisco: Dr. Strasska Laboratories, Los Angeles (toothpaste) 13-week series of studio programs featuring Charles Kemp, thru SHB, San Francisco.



WORLD FAIR EXHIBIT—NBC with this layout at the Century of Progress shows the public what makes the wheels of radio go 'round. The exhibit is in Radio Hall, which contains the extensive RCA exhibits. This map measures 8 feet wide by 6 feet high. A switchboard in front makes it possible for visitors to touch off either the Red or Blue networks, with simple twists adding the supplementary stations and the Pacific Coast hookup. Appropriately colored lights flash for each net.

WCAU, Philadelphia: Elizabeth Arden, New York (cosmetics) transcriptions three afternoons weekly, 18 times, thru WBS; Geo. W. Luft Co., Long Island City (Tangee Lipstick) "Hollywood News" transcription, 5 times weekly, 52 times, SHB; Goodrich Rubber Co., Akron (tires) transcription, one-act play, four times, Ruthrauff & Ryan, New York; American Oil Co., Baltimore (Amoco gasoline) daily announcements, 39 times, Joseph Katz Agency, Baltimore; Reo Motor Car Co., Lansing, Mich. (autos and trucks) announcements five times weekly, 15 times, Maxon, Inc., Detroit; Buick-Olds-Pontiac Sales Corp., Detroit (Oldsmobile) announcements three times weekly, 6 times, Campbell-Ewald Co., Detroit; Ethyl Gasoline, New York, announcements three days weekly, 9 times, Batten, Barton, Durstine & Osborn, New York.

WHK, Cleveland: Coca Cola Bottling Co., Cincinnati, "Firemen's Club", 5 days weekly, indefinite period; Chrysler Motor Co., Detroit (Plymouth) "The Admirals" transcription, 13 times, SHB; United Remedies, Chicago (Kolor Bak and Acidine) 4 programs weekly, indefinite period, SHB; National Oil Products Co., Harrison, N. J. (Admiracion shampoo) transcription 2 days weekly, 60 times, SHB; Merck & Co., New York (DeCloricide) once weekly, 13 weeks, SHB; Tank Car Stations, Inc., Buffalo (White Fire gasoline) staggered announcements, 100 times; Crystal Corp., New York (Outdoor Girl cosmetics) "Musical Gazette" once weekly, 13 weeks, WBS; Detroit & Cleveland Navigation Co., Detroit (lake steamer travel) Manny Landers orchestra, 2 nights weekly, 14 times, J. F. Walsh Advertising, Detroit.

WRAM, Wilmington, N. C.: Frigidaire, 30 daily announcements, thru local distributor; Beech-Nut Packing Co., Canajoharie, N. Y., 3 announcements weekly, McCann-Erickson, New York; Nacor Medicine Co., Indianapolis, Ind., 2 announcements daily, 52 weeks, thru SHB, Chicago; Stanback Co., Salisbury, N. C. (headache powders) daily announcement for indefinite period; B. F. Goodrich Rubber Co., Akron (tires) ten 5-minute transcriptions, thru local dealer; Crystal Corp., New York (cosmetics) "Omega Gamma Dance", 13 weeks, thru Northwest Radio Advertising Co., Seattle; Chrysler Motor Co., Detroit (DeSoto cars) musical transcriptions 5 times, thru local dealer.

KMBC, Kansas City, Mo.: Johnson & Johnson, New Brunswick, N. J. (medical supplies) "Growin' Up" transcription, 5 days weekly, 13 weeks, thru Ferry-Hanley and SHB, New York; Orange Crush Co., Chicago (beverage) "Marco-World Traveler" transcription, 5 days weekly, 32 times, J. Walter Thompson and SHB, New York; Bristol-Myers Co., New York (Frances Ingram beauty products) "Through Hollywood Lookingglass" transcription, once weekly, WBS, New York; Elizabeth Arden, New York (beauty products) transcription of "Beauty Hints", 3 days weekly, 6 weeks, Blaker Advertising Agency and WBS, New York.

WDAY, Fargo, N. D.: Nash-stone Co., Fargo (Nash coffee) transcriptions once weekly, 26 weeks from Sept. 8, direct; Manchester Biscuit Co., Fargo (crackers) household hints, three mornings weekly, Erwin, Wasey & Co.; Hexin, Inc., Chicago (Hexin tablets) musical variety, quarter hour daily, 15 weeks, direct.

KOMO, Seattle: S. O. S. Co., New York (S. O. S. Magic Scouring Pads) 44 two-minute daily announcements, thru SHB; Associated Oil Co., San Francisco, twelve 50-word announcements, MacGregor & Sollie, San Francisco; Buick-Olds-Pontiac Sales Co., Detroit (Pontiac) announcement series followed by 26 five-minute transcriptions, three weekly.

WEEI, Boston: Feen-a-mint Corp., New York, announcements three times weekly, 12 weeks, thru Calkins & Holden, New York; Grove's Bromo Quinine, New York, 30 announcements weekly, 26 weeks, Lambert & Feasley, New York; Rumford Baking Co., Rumford, R. I. (baking powder) cooking school twice weekly, 26 weeks, Atherton & Currier, New York; Crystal Corp., New York (ZBT powder) transcriptions, 13 weeks, United Advertising Agency, New York; Venida Wave Set Co., New York (hair nets) twice weekly, 13 weeks; Dr. W. J. Ross Co., Los Angeles (dog food) announcements 3 times weekly, indefinite period, Radio Broadcasting Co., Boston.

SAN RAFAEL MILITARY ACADEMY, San Rafael, Cal., on July 23 started talks by Scotty Mortland on "Your Boy's Future" over KPO, San Francisco, three nights weekly; account handled by the Drury Co., San Francisco.

HENNAFOAM Corp., New York (shampoo) has placed its "News Parade" with KGHF, Pueblo, Col., thru Marben Advertising Corp., New York.

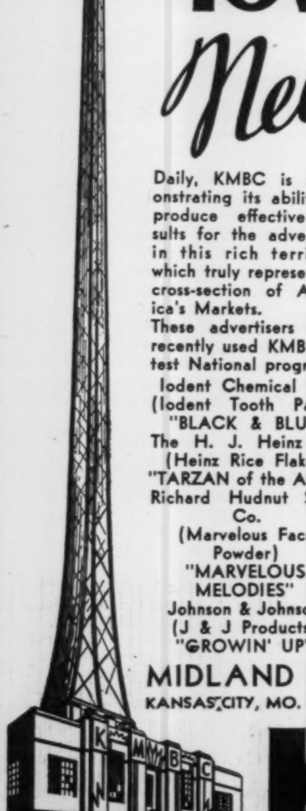
KTAB, San Francisco: Dr. Miles Laboratories, Elkhart, Ind. (Alk-O-Seltzer) studio program "Miles of Melody" 3 nights weekly, thru Walter Biddick Co., Los Angeles.

WLIT, Philadelphia: Rieser Co., New York (Venida hair nets) organ music and Hollywood news, quarter hour 3 times weekly, 13 weeks, thru Laurence C. Gumbenner, New York.

WBBM, Chicago: Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) six 15-minute periods at 7 p.m. weekly, using "J. B. and Mae" dramatic skit, direct; Bristol-Myers Co., New York (cosmetics) has renewed "Through the Hollywood Looking Glass", 15-minute transcriptions weekly, 13 weeks, Pedlar & Ryan, New York; E. Griffith Hughes, Rochester, N. Y. (Kruschen Salts) have renewed with Al and Pete in 15-minute periods 5 nights a week for indefinite period, Johnstone Advertising, Rochester; Lumberman's Mutual Casualty Co., Chicago, is using 26 daily announcements, direct.

KFEQ, St. Joseph, Mo.: Natural Body Brace Co., Salina, Kans., half-hour musical program daily except Sunday, 52 weeks, thru Potts Turnbull, Kansas City; Nacor Medicine Co., Indianapolis (asthma remedy) three 15-minute musical programs weekly, 52 weeks, Neisser-Meyerhoff, Chicago; Mystic Air Co., Granville, O. (short wave adapter) 4-minute transcription daily except Sunday, direct; Madison Paint Co., Cleveland (Masticote roofing) three 5-minute talks weekly, direct.

WAAB, Boston: Prince Macaroni Mfg. Co., Boston (macaroni products) Italian music, 15 minutes on Sundays, 10 weeks, thru Harry M. Frost, Boston; Wesson Oil and Snowdrift Sales Co., Boston (Wesson salad oil and Snowdrift shortening) Italian melodies, half-hour on Sundays, 13 weeks, direct.



TOWERING TO *New* HEIGHTS

Daily, KMBC is demonstrating its ability to produce effective results for the advertiser in this rich territory which truly represents a cross-section of America's Markets.

These advertisers have recently used KMBC to test National programs:

Iodent Chemical Co.
(Iodent Tooth Paste)
"BLACK & BLUE"
The H. J. Heinz Co.
(Heinz Rice Flakes)
"TARZAN of the APES"
Richard Hudnut Sales Co.
(Marvelous Face Powder)
"MARVELOUS MELODIES"
Johnson & Johnson
(J & J Products)
"GROWIN' UP"

Installing the newest, most advanced transmitting equipment in America, and incorporating features in self-supporting vertical antenna design not heretofore used in broadcasting stations—KMBC intensifies its coverage of the Kansas City Market Area.

Here, Retail Sales are the Highest in U.S.A.—$488 per capita (National average $250). KMBC reaches this diversified market with consistently better programs—plus "AA"—Audience Appreciation!

MIDLAND BROADCASTING COMPANY
KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070

KMBC

THE *TESTED* SPOT FOR TEST PROGRAMS

WHP, Harrisburg, Pa.: Beech-Nut Packing Co., Canajoharie, N. Y. (gum and candy) announcements three days weekly, 13 weeks, McCann-Erickson, New York; Association of America Soap and Glycerine Producers, New York (automobile radiator glycerine) seven announcements weekly, 10 weeks, Newell-Emmett Co. and SHB, New York.

WSPD, Toledo, O.: Hudson-Essex Motor Co., Detroit, musical transcription 6 successive nights, thru SHB; Greyhound Management Co., Cleveland (bus line) 8 announcements, Beaumont & Hohman, Cleveland.

WTMJ, Milwaukee: Ethyl Gasoline Corp., New York, announcements three days weekly, thru Batten, Barton, Durstine & Osborn, New York.

NETWORK ACCOUNTS

CONTINENTAL AUTO Co., Detroit (autos and engines) on Aug. 7 started "March of Transportation" over two NBC hookups, Mondays, 12:15-12:30 p.m., EST, on WJZ, WBAL, WMAL, WSYR, KDKA, WGAR, WJR, WPTF and WJAX, with repeat at 1:30-1:45 p.m., EST, on WMAQ, WLW, WOC-WHO, WOW, WDAF, WTMJ, KSTP, WSM, WMC and WSB. Program stays on these periods after Sept. 25 when daylight savings ends. Grace & Holliday, Detroit, handles account.

FISHER BODY Corp., Detroit (auto bodies) on Aug. 16 carried its "Fisher Craftsmen's Guild Program" with Edwin C. Hill, speaking from contest headquarters in Chicago, over special nation-wide hookup of 52 NBC-WEAF stations, Wednesdays, 8:45-9 p.m., EST, one time only. Campbell-Ewald Co., Detroit, handles account.

S. C. JOHNSON & SON, Racine, Wis. (floor wax) on Aug. 20 starts Tony Wons, Peggy Keenan and Sandra Phillips (two pianos) over 22 CBS stations, Sundays, 9:45-10 a.m., EST, and Mondays and Thursdays, 10:30-10-45 a.m., EST, 52 broadcasts. Needham, Louis & Brorby, Chicago.

CORN PRODUCTS REFINING Co., New York (Linit) on Oct. 1 will start a musical program on CBS basic network, plus Don Lee chain and Denver and Salt Lake City, Sundays, 9-10 p.m., EST. E. W. Hellwig Co., New York, handles account.

HITTLEMAN'S GOLDEN ROD BREWERY, Inc., Brooklyn, N. Y., on Aug. 11 started "The Golden Rod Revue", with Julius Tannen, Phil Spitalney's orchestra and guest artists, Fridays, 7:30-8 p.m., EST, on 11 eastern CBS stations, 26 weeks. Fertig, Slavitt & Gaffney, New York, handles account.

UNION CENTRAL LIFE INSURANCE Co., Cincinnati, on Sept. 24 starts "Roses and Drums" on 26 CBS stations, Sundays, 6:30-7 p.m., EST, to April 15, 1934. Program on Oct. 15 shifts to Sundays, 5-5:30 p.m., EST. J. Walter Thompson Co., New York, handles account.

KOLYNOS SALES Corp., New Haven, Conn. (dental cream) on Sept. 25 renews "Just Plain Bill'" on 14 CBS stations, Mondays to Fridays inclusive, 6:15-6:30 p.m., EST, 39 weeks. Blackett-Sample-Hummert, Inc., New York, handles account.

WASEY PRODUCTS, Inc., New York, on Sept. 8 renews "The Voice of Experience" on 15 CBS stations, Mondays to Fridays inclusive, 10-10:15 a.m., EST, with Wednesday program at 7-7:15 p.m., EST, 44 weeks. Erwin, Wasey & Co., New York, handles account.

CBS changes are reported as follows: Oldsmobile on Aug. 1 added Bangor, Rochester and Fort Worth; Pontiac on Aug. 1 added Toledo; Old Gold on Aug. 9 added Richmond; Frigidaire on Aug. 2 added Bangor.

SWIFT & Co., Chicago (Formay shortening) on Aug. 3 renewed "The Happy Ramblers", with Irving Kaufman and brief talk by Lucy Allen, Thursdays and Fridays, 9:30-9:45 p.m., EST, over an NBC hookup comprising WEAF, WEEI, WJAR, WTAG and WCSH, with WTIC taking Thursday program only. J. Walter Thompson Co., Chicago, handles account.

TASTYEAST Co., Trenton, N. J., on Sept. 14 starts "Baby Rose Marie" musical program on network comprising WJZ, WBZ-WBZA, WBAL, WMAL, WSYR and KDKA, Thursdays, 6:15-6:30 p.m., EST. Stack-Goble Advertising Agency, Chicago, handles account.

WESTERN CLOCK Co., LaSalle, Ill., on Sept. 4 starts dramatic program, talent undecided, over basic NBC-WEAF network, Sundays, 4-4:15 p.m., EST. Batten, Barton, Durstine & Osborn, Chicago, handles account.

GORDON & GORDON, Ltd., Chicago (cosmetics) on July 31 started "Princess Pat Pageant" on a special NBC hookup comprising WENR, WJR and KDKA, Mondays, 9:30-10 p.m., EST. Critchfield & Co., Chicago, handles account.

SPRATTS PATENT, Ltd., Newark (dog food) on Sept. 12 starts Don Carney's dog stories on NBC network comprising WJZ, WBZ-WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY and KYW, Tuesdays, 6:45-7 p.m., EST. Same program starting Sept. 27 will go to KGO, KFI, KGW, KOMO and KHQ, Wednesdays, 8:15-8:30 p.m., PST.

STERLING PRODUCTS, Inc., Wheeling, W. Va. (Phillips dental magnesia) on Sept. 24 starts an additional show, still undecided, on 19 CBS stations, Sundays, 2:30-3 p.m., EST, 39 weeks. Same sponsor already is sponsoring "Skippy" five afternoons weekly on 12 CBS stations. Blackett-Sample-Hummert, Chicago, handles account.

STERLING PRODUCTS Co., New York, on Oct. 4 starts program, type and talent as yet undecided, on basic NBC-WEAF network, Wednesdays, 9:9-30 p.m., EST. Blackett-Sample-Hummert, New York, handles account.

CREAM OF WHEAT Corp., Minneapolis, on Oct. 8 starts a program, still undetermined, on 21 CBS stations plus the Don Lee network, Sundays, 10-10:30 p.m., EST, 26 weeks. J. Walter Thompson Co., New York, handles account.

SAFEWAY STORES, Inc., Oakland, Cal. (chain grocers) on Sept. 1 renews its "Safeway Homemakers Bureau" in the Woman's Magazine of the Air on 9 NBC-KGO stations, Fridays, 10:30-10:50 a.m., PST. Botsford, Constantine & Gardner, San Francisco, handles account.

SAFEWAY STORES, Inc., Oakland, Cal. (foods) on Aug. 9 started Eddie Peabody on basic NBC-KGO network, Wednesdays, 7:30-8 p.m., PST. Botsford, Constantine & Gardner, San Francisco, handles account.

THE PARAFFINE COMPANIES, San Francisco, on Sept. 7 renews its talks by Helen Webster, with orchestra, soloists and Bennie Walter, master of ceremonies, in the Woman's Magazine of the Air on 6 NBC-KGO stations, Thursdays, 10:40-11 a.m., PST. Emil Brisacher & Staff, San Francisco, handles account.

U. S. TOBACCO Co., New York (Dill's smoking mixture) on Nov. 18 starts monologue program with Broadway actors and quartet, still unnamed, over a network comprising WEAF, WGY, WEEI, WTIC, WJAR, WTAG and WCSH, Saturdays, 6:30-7 p.m., EST. McCann-Erickson Co., New York, handles account.

BORDEN SALES Co., New York (None-Such mince meat) on Oct. 7 starts Leo Reisman's orchestra, Yacht Club Boys and Vivian Ruth over 19 NBC-WEAF stations, Saturdays, 8:30-9 p.m., EST. Young & Rubicam, New York, handles account.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on Oct. 2 starts "Buck Rogers in the Year 2433" over 15 CBS stations, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p.m., EST, with repeat for 5 other stations at 7:30 p.m., EST. Ruthrauff & Ryan, New York, handles account.

PROSPECTS

ACCOUNTS which have previously used radio and which are making up lists in September and October are reported as follows: Jewell Tea Co., Barrington, Ill.; Hurley Machine Co., Chicago, thru Charles Daniel Frey Co., Chicago; Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), thru Thomas M. Bowers Advertising Agency, Chicago; Perfection Stove Co., Cleveland.

BAY STATE FISHING Co., Boston (40 Fathom Fish) will use radio with newspapers this fall in a campaign to be handled by Street & Finney, Inc., New York.

MANDEVILLE & KING Co., Rochester, N. Y. (seedsmen) will use radio with magazines in a campaign to be handled by Stewart, Hanford & Frohman, Rochester.

CALIFORNIA Packing Corp., San Francisco (Del Monte canned fruits) is reported preparing to use radio in a new campaign. McCann - Erickson Co., San Francisco, is its agency.

JEL SERT Co., 617 W. Lake St., Chicago (food product) will use radio with other media in a campaign to be handled by James H. Turner Advertising Co., Chicago.

HEYMAN PROCESS Corp., New York, plans to use radio and other media in advertising Mello, a new chocolate flavored health beverage, and has named Edward F. Thomas, 148 West 23rd Street, New York, to handle the account.

TRANSCRIPTIONS

LLOYD EGNER, in charge of all recordings at the RCA Victor plant at Camden, N. J., has taken over the direction of the Photophone and transcription divisions. Frank Walter continues in charge of the New York end at 411 Fifth Ave.

A SERIES of four transcriptions dealing with travel in Australia has been produced for the semi-official Australian Press Bureau by McGregor & Sollie, Inc., San Francisco. Story is by Arthur O'Connor, traveler known as "The Australian Sundowner." Continuity is by Grace Sanderson Michie, formerly with NBC.

RICHARD BARRETT, electrical transcription producer-distributor, Beverly Hills, Cal., is stationed at the Chicago office of Scott Howe Bowen until September 1, after which he will be at the New York office of the same firm until the middle of October, when he will return west.

RADIOART GUILD OF AMERICA, Los Angeles producers-distributors of transcriptions, has started to market a series by Trixie Friganza titled "Bag o' Trix" and "Aunt Emily." Early in September Radioart will release a 52-episode "'Robin Hood" series. This will include Weyert Moor's 16-piece orchestra; Earl Covert, baritone, and others in a sort of modernized Gilbert and Sullivan creation.

HENRY H. PATTEE & Co., Kansas City radio advertising agency, has been appointed local distributors for Titan Production Co., San Francisco, to handle ready-made transcriptions as well as special recorded programs.

Said an advertising man after his first experience with WSM response:

"They must invite the whole neighborhood in every night to listen to your show".

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO ATLANTA SAN FRANCISCO

Cleared Channel Unlimited Time

WSM

NBC Affiliate 50,000 WATTS 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

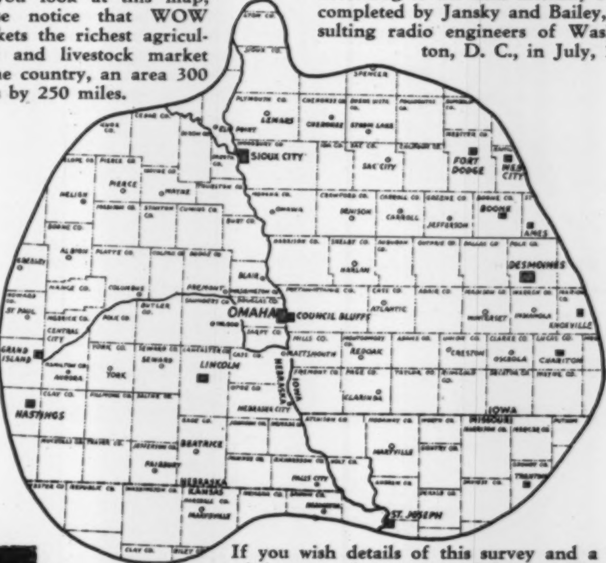
CERTIFIED SURVEY *Proves* SUPERIORITY OF WOW

COVERS AMERICA'S BREAD BASKET

FULL TIME SERVICE
N.B.C. BASIC RED NETWORK

2,906,480 persons live in Radio Station WOW's primary coverage area according to the field intensity survey completed by Jansky and Bailey, consulting radio engineers of Washington, D. C., in July, 1933.

As you look at this map, please notice that WOW blankets the richest agricultural and livestock market of the country, an area 300 miles by 250 miles.



If you wish details of this survey and a copy of the map, please write to John J. Gillin, commercial manager, WOW, Omaha, Nebraska.

WOW is capable of securing proper distribution, or opening up an entire new market for your product. Whether you use the NBC basic red network or desire a specially built local program, you will get attention because WOW has been proven to be the bread basket's most popular radio station.

RADIO STATION
590 KILO. **WOW** 1,000 WATTS
CLEARED REGIONAL CHANNEL
Owned & Operated by
WOODMEN OF THE WORLD LIFE INS. ASSN
ASSETS MORE THAN $113,000,000
OMAHA

Spot New England with The Yankee Network *and get*

PRIMARY COVERAGE *in* 8 MARKETS

THE steadily increasing trend to spot broadcasting bears out our repeated claims that coverage is a matter of listeners, not watts—that major New England markets cannot be covered by a single high-powered remote station—and that local stations are as necessary as local newspapers in obtaining complete distribution and dealer co-operation.

GUARANTEED MINIMUM COVERAGE

PRIMARY LISTENING AREAS

	Population	Radio Listeners	Annual Retail Sales
WNAC Boston	3,170,247	2,200,104	$1,591,500,000
WEAN Providence	1,111,126	717,480	477,720,000
WORC Worcester	491,242	307,548	201,130,000
WMAS Springfield	408,297	267,145	195,080,000
WICC Bridgeport New Haven	1,011,206	693,007	526,710,000
WDRC Hartford	449,756	281,405	206,700,000
WLBZ Bangor	299,112	153,245	112,300,000
WFEA Manchester N. H.	196,317	108,857	82,420,000
	*7,137,303	4,728,791	$3,393,560,000

* Figures are from the Columbia Broadcasting System's survey of New England "Listening Areas." These figures do not include population, listeners or annual retail sales in secondary listening areas. For the complete picture of your New England market, covering both primary and secondary listening areas, write for a copy of "Listening Areas of the Yankee Network," containing detailed market data, with maps showing four levels of audience intensity for the above stations.

THE YANKEE NETWORK, INC.

Business Office: 21 Brookline Avenue, Boston

■

Exclusive National Sales Representative

SCOTT HOWE BOWEN, INC.

New York Chicago San Francisco Omaha

YANKEE NETWORK

FROM WHICH NEW ENGLAND HEARS ITS RADIO

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. M. MATHES, who resigned in March as senior vice president in charge of the New York offices of N. W. Ayer & Sons, announces the opening of his own agency under the name of J. M. Mathes, Inc., in the Chanin Bldg., New York.

JOSEPH R. SPADEA, formerly chief of the Detroit office of Scott Howe Bowen, Inc., has become Detroit manager for Edward Petry & Co., station representatives. Offices have been established in the General Motors Bldg.

HAROLD F. KAIRER has resigned as radio director and account executive of Charles Blum Advertising Corp., Philadelphia, to join the sales staff of Gatchell & Manning, Philadelphia photo engravers.

F. G. IBBETT, formerly with CBS and the McCann Erickson Co. in Chicago, has joined the radio department of Aubrey, Moore & Wallace, Chicago.

SHERMAN ROGERS, formerly with Erwin, Wasey & Co., has joined Fertig, Slavitt & Gaffney, Inc., New York, as radio executive and director of publicity.

HOWARD WILSON, with offices in the President Hotel, Kansas City, and at 709 Mather Tower, Chicago, has been appointed representative in those cities of KFEQ, St. Joseph, Mo.

HELEN TAYLOR, formerly with National Radio Advertising, Inc., and more recently with the Marsh Laboratories, Chicago, has joined the recently formed agency of Shaw-Betts, Inc., Denver.

DR. W. H. VOELLER, formerly with Paramount Publix Corp., and recently appointed vice president of Conquest Alliance Co., Inc., New York, left Aug. 5 for the West Indies to visit the various stations in this territory, which belongs to the Conquest Group and arrange with them the production of radio shows which have been contracted for by various American advertisers.

HEALTH PRODUCTS Corp., Newark (Feen-a-mint, etc.) has appointed McCann-Erickson, New York, to handle its radio and newspaper advertising; William Estey & Co., New York, will handle its comic-weekly and coast newspaper accounts, and Calkins & Holden, New York, will handle the New England territory.

MASON, AU & MAGENHEIMER Confectionery Co., Brooklyn (mints and candies) has appointed the Grey Advertising Service, New York, to place its advertising.

ALLEN EDMONDS SHOE Co., Belgium, Wis. (Osteo-Path-Ik shoes) has appointed Reincke-Ellis-Younggreen & Finn, Chicago, to handle its advertising.

COPELAND PRODUCTS, Inc., Mt. Clemens, Mich. (refrigerators) has appointed Halliday & Mason Advertising Agency, Detroit, to handle its advertising.

THE S. O. S. Co., Chicago (scouring pad) has appointed Henri, Hurst & McDonald, Chicago, as its agency.

KURLASH Co., Rochester, N. Y. (eye beauty products) has appointed N. W. Ayer & Son, Philadelphia, as its agency.

SPRAGUE WARNER & Co., Chicago (food products) has named Blackett-Sample-Hummert, Chicago, as its agency.

WHOLE GRAIN WHEAT Co., Momence, Ill. (health food canners) has appointed Reincke-Ellis-Younggreen & Finn, Chicago, to handle its advertising.

STUDIO NOTES

WOR, Newark, and WNYC, New York, have established a program exchange whereby the latter takes certain WOR's non-commercial programs Sundays and Thursdays and a symphony concert Saturday night, while WNYC will supply WOR with special events such as the welcome of notable visitors at the New York city hall.

INSTALLATION of a new Western Electric 5 kw. transmitter has been completed at WNAX, Yankton, S. D. RCA Victor turntables are also part of the new equipment. The transmitter will use 2½ kw. power from 6 a.m. until local sunset and 1 kw from then on until midnight.

DEDICATION of the new WINS transmitter at Carlstadt, N. J., took place Aug. 9 with a special evening broadcast featuring New Jersey notables.

A CHANGE in the schedule of the Far North Broadcasts of KDKA, Pittsburgh, during which messages are read to persons living in the Arctic and sub-Arctic, is announced by that station. Effective Oct. 1, the Far North series will be carried from 11:30 p.m., EST, on Sundays instead of Saturdays.

"1,001 RACKETS" titles a program to be started this fall by George Bricker, promotion manager of WMCA, New York, and Louis Goldberg, publicity director for Columbia Pictures. Material has been gathered from police over the country. Stories will be dramatized.

WIND, Gary, Ind., has just completed installation of new Western Electric equipment and plans to furnish 24-hour service to the steel workers of the Calumet area.

REMOVAL of KFEQ, St. Joseph, Mo., into the Schneider Bldg. in that city is announced by Bud Cherrington, manager. The Aycock Corp., Kansas City, is installing new studio acoustical equipment, using Johns-Mansville sound treatment.

HOLZWASSER'S Inc., San Diego department store, has signed with KGB for a series of children's programs with a tie-in which uses the entire eighth floor of the store for the kids. Broadcast is called "Fantasia-Land of Happy Hours" with a sort of Connecticut-Yankee-in-King-Arthur's-Court idea. A modern youngster returns to the middle ages and mingles with princesses and magicians.

KFAC and KFVD, Los Angeles, have installed RCA-Victor ribbon microphones as regular studio equipment with the expectation of ultimately replacing present-style microphones with ribbon mikes in all studios and remote control points.

LOS ANGELES Better Business Bureau is using its twice weekly period over KFI and KECA in August to acquaint the public with activities of its new food division which will combat racketeering in the food industry. Bureau has drawn up code for advertising and selling food products. Shoppers are advised in the broadcasts to patronize establishments subscribing to code and to look for the insignia.

RCA Suit Dismissed

THE PETITION of C. Wood Arthur, of Washington, seeking mandamus directing the Radio Commission to cancel all radio licenses held by RCA and its subsidiaries, was dismissed by the Supreme Court of the District of Columbia July 31 for want of jurisdiction. Action was sought under the old tube clause case.

KREML
Hair Tonic
Removes Dandruff
Geo Borgfeldt & Co.

from 164th place to Leadership!

How WOR Started KREML on the way to popularity and profits . . .

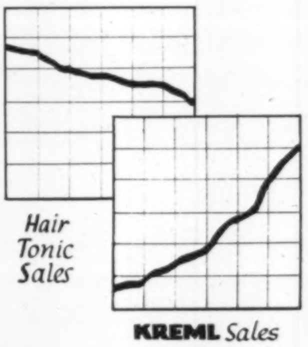
SIX years ago, KREML was a newcomer. 163 other hair tonics already crowded the market. And KREML was higher in price. Not such a promising outlook!

Yet there WAS a demand for a really efficacious hair tonic—indicated by 3,000 radio inquiries received by Nell Vinick, Beauty Advisor over WOR.

A period of sampling. Nell Vinick, always honest in her beauty advice, had to be sure that THIS hair tonic had the qualities claimed for it. In April, 1927, Nell Vinick started telling Metropolitan New York about KREML. (The ONLY publicity KREML received for the first 9 months!) The response was most encouraging. Sales began jumping by leaps and bounds!

The sales campaign later was rounded out with other advertising, and distribution was rapidly built up. KREML is now a BEST SELLER over thousands of drug counters in Metropolitan New York.

R. B. Semler, Inc., the distributors of KREML, frankly attribute a great deal of their success to their radio work over WOR. Their regular Monday morning broadcasts over WOR with Nell Vinick at the helm, continue—year after year—to play an important part in increasing KREML sales.



In the face of a 35% decline in the hair tonic business since 1929, the sales curve of KREML has climbed steadily upward. There has been no "depression" for KREML. Which goes also for many other products that, like KREML, have made radio the back-bone of their sales efforts.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway

Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

ARE YOU "SOLD"

OR DO

You BUY radio when you buy measured . . . guaranteed . . . minimum coverage. ● You BUY radio when you buy a station whose habitual audience has been COUNTED, not merely added up to the total of *all* the radio homes within a convenient circle. ● You BUY radio when you buy station popularity, measured against the real local or distant competition.

ONLY Radio Sales, Inc. can give you ALL this information for every station it represents. The full resources of the Research Department of the Columbia Broadcasting System are available to Radio Sales, Inc. ● And to you, when you want to BUY radio on the basis of definite information.

Every station represented by Radio Sales, Inc. (with the exception of the Columbia-affiliated DON LEE Pacific Coast Unit) is owned and operated by the Columbia Broadcasting System. ● Write or call "Radio Sales".

RADIO SALES,

New York: 485 Madison Ave. (Wi. 2-2000)—Chicago: 410 N. Michigan

"RADIO . . .

YOU BUY IT?

WABC NEW YORK CITY, 50,000 WATTS

WBBM CHICAGO, 25,000 WATTS

KMOX ST. LOUIS, 50,000 WATTS

WCCO MINN'PLS.-ST. PAUL, 50,000 WATTS

WJSV WASHINGTON, 10,000 WATTS

WKRC CINCINNATI, 1,000 WATTS

WBT CHARLOTTE, 25,000 WATTS

WPG ATLANTIC CITY, 5,000 WATTS

DON LEE PACIFIC COAST UNIT

INC.

Ave. (Whitehall 6000)

ANNOUNCING
A NEW SERVICE
J. H. NEEBE CO.
BROADCASTING
COUNSELORS
GENERAL MOTORS BLDG.
DETROIT

Programs
(on discs or over wires—local or national)
Sales Promotion Plans
Radio Advertising Ideas

IF you are looking for an idea that will bring Mr. or Mrs. Oscar Fiddlestuffer in to dealers for demonstrations of cars, electric refrigerators, washing machines, or plush bath tubs, write or wire me. You can test it on one or more stations at low cost. Ask me another.

Joe Neebe

CONSULTATION WITHOUT OBLIGATION

Far East Boasts Million Listeners, U.S. Accounts

THERE are approximately 1,000,000 radio listeners in the Far East, including Japan, Australia, New Zealand, the Philippines, the China coast, Malay Peninsula, Dutch East Indies, Singapore, Siam and French Indo-China, according to Bertrand H. Silen, manager of KZRM, Manila. Mr. Silen left San Francisco Aug. 8 after several weeks in this country.

Mr. Silen estimated that there are about 40,000 sets in the Philippines and about 100,000 in Shanghai. His station, using 50 kw., he declared is the only one of its size in that vast territory. It is on the air from 16 to 18 hours daily, and has such sponsored accounts as Listerene, Princess Pat, Colgate, most of the U. S. motor car makers, including Chevrolet, Chrysler and Studebaker; and such radio set manufacturers as RCA, Philco and Majestic. All programs are in English.

WLOE Continues Fight

A U. S. SUPREME COURT review of the Radio Commission's decision ordering deletion of WLOE, Boston, will be sought by virtue of a petition for a stay of mandate for 30 days filed with the Court of Appeals of the District of Columbia, which sustained the Commission's findings. A petition for a writ of certiorari will be filed with the highest court, both in behalf of the station and of William S. Pote, its owner.

CLEVELAND
now more important than ever as the country's leading test market!

- . . $57,000,000 released to depositors within the past few weeks,
- . . Cleveland steel production now 79%; balance of country only 56%,
- . . Increase of 186% in motor car sales in July, 1933, over July, 1932.
- . . Employment up 28%; hours of work up 17%; payrolls going higher daily.

These facts mean Clevelanders *can* and *are* buying. WGAR concentrated coverage and complete merchandising service mean that your radio sales-message *will* reach the 400,000 radio-equipped homes in the rich Cleveland trade area. For complete information on rates and available times write

The **WGAR** *Broadcasting Co.*
John F. Patt, Gen. Mgr.
Hotel Statler **Cleveland, Ohio**
"Cleveland's Friendly Station"

Log of Mexican Stations

FOLLOWING is the most nearly complete log available of broadcasting stations in Mexico. It was prepared by the Radio Commission shortly before the American delegation left for the ill-starred wave length parley at Mexico City. It is known to be inadequate in several respects, notably in the omission of a new 40 kw. station in Mexico City opened in July and operating on an unstated frequency. Only stations of powers of 500 watts or more are shown, on the assumption that the preponderance of stations of lower powers can readily fit into the local channel category while those in the regional and clear channel power classifications are the ones from which U. S. and Canadian stations are experiencing or will experience most interference. (Complete log of Canadian stations was published in the May 1 issue of BROADCASTING.)

MEXICO

Call Letters	Location	Frequency (kc)	Power (watts)
XEAF	Tia Juana	980	2,000
XEPN	Piedras Negras	585	22,000
XETR	Mexico City	610	1,000
XFG	Mexico City	638.3	2,000
XEN [1]	Matameros	660	150,000
XEM [1]	Matameros	660	500,000
XEF [2]	Villa Acuna	665	500,000
XET [1]	Monterey	690	500,000
XEM	Mexico City	711	1,000
XEAN	Ciudad Jaurez	750	5,000
XER [3]	Villa Acuna	735	500,000
XEP	Nueva Laredo	780	1,000
XFI	Mexico City	818.1	1,000
XETW	Mexico City	830	500
XETM [1]	Matameros	845	150,000
XFX	Mexico City	860	500
XEW	Hacienda de Coapa	910	5,000
XEFO	Mexico City	940	5,000
XFO	Mexico City	940	5,000
XEAW	Reynosa	965	10,000
XEJ	Ciudad Juarez	1015	500
XEB	Mexico City	1030	19,000
XEG	Mexico City	1075	500
XENT [4]	Nueva Laredo	1115	150,000
XED	Guadalajara	1155	500
XEX	Mexico City	1210	500
XEFA	Mexico City	1250	500

[1] Authorized but not known to be operating.

[2] Secondary station authorized to Brinkley, but not operating.

[3] Brinkley station; reported operating with 80 kw.

[4] Norman T. Baker station; power rating doubtful.

NOTE—There are about 30 more stations in lower power classes.

Evaluating the Mexican Conference

(*Continued from page 6*)

has been recognized by competent observers, it would have been impossible to persuade the Mexican Government to take the newly-assigned frequencies, hence such a settlement would have involved the transfer of existing American stations to such frequencies.

It is equally true that it would not have been possible to prevent a reallocation by the panacea of duplication within the United States upon what are now clear channels, primarily because the solution of duplication cannot prevent the elimination of stations within the central portion of the United States, and secondly, because the broadcast spectrum is so crowded that duplication cannot be worked out upon a theoretical or paper basis by reason of the many assignments to adjacent frequencies which might be prejudiced by almost any attempted duplication.

Reallocation Dangerous

NO ONE having at heart the interests of American broadcasting can regard an extensive reallocation with any sentiment but fear for the future of that industry. For this consideration a brief resumé of the present situation of broadcasting will be illuminating.

America's leading newspapers have for some time realized that radio broadcasting is capable of existing side by side with the publishing business, that broadcasting thrives in association with the newspaper business. Many of these newspapers own or are affiliated with well managed, high quality broadcasting enterprises. However, there is a substantial minority of newspaper publishers who resent the alleged competitive intrusion of broadcasting and are inclined to place upon broadcasting the blame for recent depreciation of advertising revenue to newspapers.

Musicians realize the advantages of employment in connection with the broadcasting business and are appreciative of the increased musical interest which has been brought about by that institution and which will in the future result in more benefit to the condition of musicians. On the other hand, there is a substantial minority within the musical profession who resent the competition between physically present performers and the musical entertainment afforded by broadcasting, and who are inclined to place upon broadcasting blame for widespread unemployment in the musical industry.

Reputable educators regard broadcasting as a great outlet for

(*Continued on page 44*)

93 PROGRESSIVE BROADCASTERS

USE

BROADCASTING
Broadcast Advertising

"The ONLY Trade Journal of the Industry"

to present salient facts regarding their stations and markets to all known past, present and prospective national radio advertisers and their advertising agencies.

BROADCASTING is read by the very men your salesmen and representatives contact. . . . These regular readers, who control radio advertising appropriations, keep abreast of the happenings in the radio industry through the completeness and authenticity of the news in BROADCASTING.

The *coverage* and *reader acceptance* of BROADCASTING is proved by the RESULTS it has *produced* for broadcasters who have had information of interest to convey to busy advertising executives and have told their sales stories in BROADCASTING.

You, too, can do more effective promotion if you concentrate your efforts in the journal that is read by practically every agency and advertising executive who buys radio time.

●

BROADCASTING
combined with
Broadcast Advertising

National Press Building
Washington, D. C.

IT IS SIGNIFICANT

That These
93 Broadcasters
Choose BROADCASTING
As the Proper Promotion Medium

●

National Broadcasting Company

including

WBZ
WBZA
WEAF
WENR
WGY
WJZ
WMAL
WMAQ
WRC
WTAM
KDKA
KEX
KGA
KGO
KOA
KPO
KYA

Columbia Broadcasting System

including

WABC
WBBM
KMOX
WCCO
WJSV
WKRC
WBT
WPG

Yankee Network

including

WDRC
WEAN
WFEA
WICC
WLBZ
WMAS
WNAC
WORC

Don Lee Broadcasting System

including

KDB
KERN
KFBK
KFRC
KGB
KHJ
KMJ
KWG

● ● ●

WAZL
WAIU
WBAL
WCAE
WCAU
WCKY
WCLO
WCSH
WDEL
WFBG
WGAL
WGN
WGNY
WHAM
WHAS
WHK
WIL
WIP
WILM
WIOD
WJR
WKZO
WLBW
WLS
WLTH
WLW
WMBD
WMCA
WMT
WNAX
WOC-WHO
WOKO
WOR
WORK
WOW
WPRO
WPTF
WRVA
WSM
WSYR
WTIC
KELW
KGIR
KLRA
KMBC
KOIL
KSD
KSO
KSTP
KYW
CFCF
CKLW

NBC LOCAL SERVICE BUREAU

LLOYD C. THOMAS, Manager

NEW YORK
WEAF & WJZ

CHICAGO
WMAQ & WENR

SAN FRANCISCO
KPO, KGO & KYA

BOSTON	WBZ
SPRINGFIELD, MASS.	WBZA
SCHENECTADY	WGY
WASHINGTON, D. C.	WRC & WMAL
PITTSBURGH	KDKA
CLEVELAND	WTAM
DENVER	KOA
PORTLAND, ORE.	KEX
SPOKANE	KGA

Icarus flew too near the SUN

Which reminds us that in broadcast advertising as in flying the surest guide to success is experience

Mythology tells of Daedulus who made himself a pair of air-worthy wings from feathers and wax and, to the utter amazement of the natives of ancient Greece, flew like a bird through the skies. Flushed with his success, he made another pair of wings for Icarus, his son, so that he too might fly. But Icarus, an impetuous youth without flying experience, ignored his father's advice about the danger of flying too high and immediately soared toward the sun. And the heat of its rays melted the wax which held the wings together and down he fell into the sea and was drowned.

Because there is little room in business for the impetuousness which Icarus displayed, you will find that the most successful broadcast advertisers have been those who took full advantage of every experience to guide them and contribute to their sales success.

In every office of the NBC Local Service Bureau are individuals whose experience covers every phase of broadcast advertising. A call to the nearest office starts the whole organization functioning in your interests in one or all of eleven major markets.

Evaluating the Mexican Conference

(*Continued from page 40*)

their instruction and leadership, and have cooperated both with the established networks and individual stations in the rendition of educational programs. On the other hand, there is a substantial minority within this field who pine for the restoration of the now-past days when many broadcasting stations were operated at colleges as a part-time duty of an instructor in physics, laboring under the impression that the presence of the physical equipment of the broadcasting station upon the campus of the college and his professional association therewith made that equipment—audience or no audience—a potent educational instrumentality.

SYRACUSE
IS
FIFTH
Among U. S. Cities
IN
"SPENDABLE
Income Per Capita"
Basic N.B.C.

WSYR
570 k.c. 526 m.

To these minorities might be added those within the music publishing business who are disgruntled in the fall-off of sheet-music sales, the critics of radio advertising who will stand for any type of vulgar or outrageous sponsorship in newspapers or magazines, but loudly condemn more modest blurbs by radio, professional trustbusters and octapus-wrestlers, men with special interests for which they seek broadcast publicity, verbalists with delusions of "channels in the air" as a "great natural resource" to be subjected to the experiment of government ownership and operation, and all the members of the army of cranks who feel that no new instrumentality is worthy of approval unless they have their hands upon it.

Attacks are Serious

I HAVE never been one to minimize the importance of these attacks upon our present broadcasting structure; they are serious. There is always the possibility of a getting together of all of these groups for the presentation of a united front against commercial broadcasting.

I think it is absolutely safe to say that the nature of public interest in broadcasting is of such a character that some united front against it is inevitable. There are many straws in the wind to indicate this. It was even apparent at Mexico City where there were widely circulated among influential members of Latin-American delegations American attacks upon American broadcasting as now conducted, and where aid and comfort were given by Americans to those Mexican groups who were inclined to contend that America has too many and too trashy stations.

Fraught with Troubles

WITH ALL this going on, we must not lose sight of the fundamental threats daily applicable to the existence of individual stations which are inherent in such institutions as the quota system, increasing federal supervision of program content, the rule of law which permits termination of a broadcasting license upon the application therefor by one better qualified than the present holder, the constant possibility of Congressional interference with the allocation by new legislation or amendments, the legal situation which prevents the average broadcasting company from obtaining credit from banking institutions as a going concern, by reason of the entirely temporary character of its license and the many analogous threats which readily suggest themselves to the broadcaster's mind.

It is safe to say that broadcasting cannot stand another reallocation at this time. Such a reallocation with its attendant hearings and appeals might not terminate the existence of highly-financed subsidiary broadcasting enterprises which rely for their continuity upon the well filled coffers of parent corporations, but it would inevitably mean disaster to dozens of independent stations who are utterly without a fair opportunity to compete in litigation over broadcasting assignments as that is now conducted.

In BROADCASTING for August 1, 1932, page 8, is a photograph which I think should hang upon the wall of each administrator and official having in charge any portion of the future of American broadcasting. It is a photograph taken at the time of the KYW hearing before the Federal Radio Commission. It shows forty-three of the attorneys, engineers and station executives who were present in Washington for but one hearing, involving a proposed reallocation of the 1020 kc. frequency, and some of its correlative questions. I think it should be required preparation for administrative responsibility in broadcasting that any proposed official, from this photograph and the names attached to it, endeavor to ascertain the cost to American broadcasting resulting from that hearing.

It is not too difficult to arrive at a factor by which such cost would have to be multiplied were an agreement to be arrived at in Mexico. It is a burden which American broadcasting should not be required to bear at this time, particularly in view of the fact that there are but few stations who have not already been scarred by similar experience in the past and who are now seeking in present unsettled economic conditions to arrive at some basis of satisfactory regular operation of high quality which will enable the station to progress and ultimately pay interest on its investment.

It must be admitted, of course, that there are certain injustices and unfortunate circumstances which will arise from the failure to arrive at an agreement in Mexico City. If Mexico is able, however, to maintain the frequency of its broadcasting stations within 50 cycles as agreed, and if that country, as was also agreed, places all of its stations upon the standard 10 kc. separation, there will be some reduction in interference, notably in interference from the interior of Mexico. It cannot be assumed that the border stations are a permanent problem. Where those stations are operated by American citizens they can be handled. If they are not so operated, and are not merely devices for what is in fact a U. S. A. service, how can it be expected that they will derive sufficient economic support to continue in high power operation?

The northern portion of Mexico is not well populated and affords no substantial advertising revenue. Such stations cannot be supported or financed except from the American side of the border and the American advertiser will soon learn (if he has a reputable product) that he will receive better service from American stations serving a primarily American listening audience. Any other type of advertiser has little future in radio broadcasting. It is a safe prediction that high power border stations, as between the United States and Mexico, are but a temporary phenomenon and will disappear with the coming of economic order into broadcasting.

Impetus to Power

IF THERE is to be power competition as between the United States and stations in the interior of Mexico, that may turn out to be the much needed impetus to the removal of objections within our country to higher power. It may ultimately lead to the removal of present restrictions upon the power of clear channel stations, and to the encouragement of cooperative horizontal increase of power on regional frequencies, where that is technically feasible. With this taking place in both countries there will not necessarily be an increase in service area but an improved and higher quality signal will be made available within the present service area of our regional stations.

The failure of the Mexico City Conference to arrive at a broadcasting agreement is a legal and engineering calamity. From the standpoint of the practical welfare of existing American broadcasting stations it is, however, a complete blessing.

AGENCY executives, copy writers and program creators are explaining the intricacies of advertising to the lay public in a series of talks broadcast each Wednesday morning by WINS, New York. Louis A. Witten, manager of the radio department of Hanff - Metzger Agency, was the first speaker on Aug. 9.

Keep Step in Pittsburgh
With WCAE's *Progress*

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES 1000 WATTS

And Still They Come!

EIGHTH STREET THEATRE

▲
JULY 22, 1933
▼

●

After 72 Consecutive Weeks
(144 Performances)
Listeners Wait for Hours to See the WLS

NATIONAL BARN DANCE

●

▲
JULY 2, 1932
▼

EIGHTH STREET THEATRE

YES, the accompanying pictures do look very much alike. But here's the difference—*they were taken a year apart.* On Saturday night, March 19th, 1932, WLS started to broadcast the National Barn Dance from the stage of the Eighth Street Theatre in Chicago. Up to July 29, 1933, more than 154,000 enthusiastic WLS listeners paid to see this national feature put on the air. The pictures show how the crowds a block long wait to get into the theatre. Again this year in midsummer (when other theatre business falls off) the photographer found folks crowding the streets.

Surely this is remarkable proof of the drawing power, the listener appeal, the popularity of the Prairie Farmer Station and its National Barn Dance. Hundreds of thousands of listeners eagerly await this WLS regular Saturday night feature. Advertisers who would like to reach these sincere, home-loving folk have an opportunity here to present their messages through this great friendly medium. Call or write for available time.

WLS *The Prairie Farmer Station . Chicago*

Burridge D. Butler
President

Studios and Offices: 1230 W. Washington Blvd.

Glenn Snyder
Manager

50,000 WATTS ● 870 KILOCYCLES ● CLEAR CHANNEL

ACTIONS OF THE

FEDERAL RADIO COMMISSION

AUGUST 1 TO AUGUST 14 INCLUSIVE

Applications . . .

AUGUST 2

NEW, Lansing, Mich.—The State Journal Co. for CP to use 1210 kc., 100 w. night, 250 w. to LS, unlimited time.

WSOC, Gastonia, N. C.—Modification of CP granted 6-23-33 to move transmitter and studio to Charlotte, N. C. and change equipment for approval of exact transmitter and studio location at 516 W. Trade St., Charlotte, and extend dates of commencement and completion.

WJBW, New Orleans—CP to move transmitter and studio locally.

KGRS, Amarillo, Tex.—CP to rebuild transmitter and make other equipment changes.

NEW, University Park, Dallas, Tex.—J. S. Groves for CP to use 940 kc., 250 w., unlimited time.

Applications returned: NEW, Pecan Valley Broadcasting Co., Brownwood, Tex.—CP to use 1420 kc., 100 w, unlimited time; NEW, C. G. Phillips and Frank Hill, Baker, Ore.—CP to use 1210 kc., 100 w., D (Rule 6 and insufficient information on proposed transmitter location.

AUGUST 6

WHAM, Rochester—Modification of license to include authority for 5 kw. auxiliary transmitter.

WMED, Florence, Ala.—Modification of CP granted 6-2-33 for new station, 1420 kc., 100 w., D, Florence, to change equipment, approval of exact location of transmitter and studio at Hamilton Ave. and Second St., Muscle Shoals City, Ala., and extension of commencement and completion dates.

WCFL, Chicago—Modification of CP granted 5-27-33 to extend date of completion to 3-1-34.

KRSC, Seattle—Modification of license to change frequency from 1120 kc. to 1110 kc., using present power and hours.

NEW, Lewiston, Idaho—Stanley R. Church for CP to use 1420 kc., 100 w. unlimited time.

Application returned: NEW, Edwin Briggs Jelks, Valdosta, Ga.—CP to use 1310 kc., 100 w. D.

AUGUST 10

WGCP, Newark, N. J.—CP for new equipment and increase power from 250 w. to 1 kw.; amended to request increase to 1 kw. night, 2½ kw. to local sunset.

WJAR, Providence, R. I.—Modification of license to increase power from 250 w. night, 500 w. to local sunset with additional 250 w. night on experimental basis to 500 w. (removal of experimental clause).

WAAM, Newark, and WODA, Paterson—CP for consolidation of WAAM and WODA, change transmitter locations from Port Newark, N. J. (WAAM) and Paterson, N. J. (WODA) to near Carlstadt, N. J. (requests authority to test as to suitability of proposed location). Studio at Newark, N. J., change equipment and to use 1 kw. night, 2½ kw. to local sunset. Requests application be considered under Rule 6(g). Station to share time with WGCP as at present WGCP using 1/7 time.

WRVA, Richmond, Va.—Authority to determine power by direct antenna measurement.

WACO, Waco, Tex.—License to cover CP granted 5-31-33 and modification granted 7-28-33 (change transmitter location, 1420 kc., 100 w., specified hours).

WHET, Troy, Ala.—CP to change location of transmitter and studio to Houston Hotel, Dothan, Ala., and change frequency from 1210 kc. to 1370 kc.

WDGY, Minneapolis, Minn.—Modification of CP granted 1-31-33 (to move transmitter different floor same building) to extend dates of commencement and completion to 7-1-33 and 10-30-33.

KLX, Oakland, Cal.—Consent to voluntary assignment of license to Tribune Building Company.

WHBY, Green Bay, Wis.—CP to make changes in equipment, change frequency and power from 1200 kc., 100 w. to 1360 kc., 1 kw. Requests facilities of WGES, Chicago, Ill., WLBL, Steven Point, Wis., and those facilities vacated by WJKS (now WIND).

Applications returned: WJAY, Cleveland, O.—Modification of license to change power and hours from 500 w. D to 250 w. night, 500 w. to local sunset, unlimited hours. (Rule 6 c and d and 43).

WNBO, Silver Haven, Pa.—Modification of license to move transmitter and studio to Elrama, Pa., change frequency and hours from 1200 kc. Specified to 620 kc., unlimited hours (wrong form; also Rule 49(b) and return requested by applicant.

WKEU, LaGrange, Ga.—Consent to voluntary assignment of CP WKEU (not in proper form as license has been granted).

NEW, Bowling Green, Mo.—CP for new station to use 1370 kc., 15 w. D. (Rule 121, equipment and insufficient information on proposed location).

Decisions . . .

AUGUST 1

WIND, Gary, Ind.—Granted modification of license to use old main transmitter as auxiliary; 560 kc., 1 kw.

WKBC, Birmingham, Ala.—Granted authority to operate the transmitter without approved frequency monitor, provided frequency is kept, but to cease operation if frequency deviates, for period of 10 days while monitor is being repaired.

KFWI, San Francisco—Granted extension of authority to remain silent for 30 additional days from July 31.

WKRC, Cincinnati—Extension of special temporary experimental authority authorized from Aug. 1 to Nov. 1, as originally granted on June 16. Commissioner Hanley withheld his approval.

AUGUST 4

WKEU, LaGrange, Ga.—Granted license covering erection of new station; 1500 kc., 100 w., specified hours.

WMCA, New York—Granted modification of license to change hours of operation from sharing with WPCH to unlimited; consolidate WMCA and WPCH, then delete WPCH.

WHDF, Calumet, Mich.—Granted authority to remain silent from Aug. 7 to Sept. 11 on account of business conditions.

WCFL, Chicago—Granted modification of CP extending completion date of CP from Sept. 1 to March 1, 1934.

WSAI, Cincinnati—Granted authority to use directional antenna installed under special authority and CP on present power, 500 w. night 1 kw. day, 1330 kc.

WMBH, Joplin, Mo.—Granted special temporary authority to operate from 9:30 to 10 p.m., CST, Sept. 2, 9, 16, 23 and 30; Oct. 7, 14, 21 and 28; Nov. 4, 11, 18 and 25; Dec. 2, 9, 16, 23 and 30.

Set for hearing: NEW, Wyoming Broadcasting Co., Cheyenne, Wyo.—CP to operate on 780 kc., 500 w. night, 1 kw. day, unlimited time; KGIZ, Springfield, Mo.—Consent to voluntary assignment of CP to KGBX, Inc.; WLCI, Ithaca, N. Y.—Renewal of license, 1210 kc., 50 w., specified hours; WSBC, Chicago—CP to move transmitter and studio to Hammond, Ind.; install new equipment, change frequency from 1210 to 1360 kc.; increase power from 100 w. to 1 kw. night, 1.25 kw. day; change specified hours to sharing with WGES four-sevenths time (facilities formerly assigned WJKS).

KFOR, Lincoln, Neb.—Application to assign license to Cornbelt Broadcasting Corp. granted on May 9, was retired to closed files for want of prosecution.

KWLC, Decorah, Ia.—Application for voluntary assignment of license to Telegraph Herald, and CP to transfer KWLC from Decorah to Dubuque dismissed at request of applicant.

AUGUST 8

WICC, Bridgeport, Conn.—Granted petition to reopen case heard on June 20, 1933, for increase in power, in order to consolidate case with the application of WCAC, Storrs, Conn., for increase in power on the same frequency. WICC and WCAC now divide time on 600 kc.

AUGUST 11

WODA-WAAM, Patterson, N. J.—Granted authority to conduct field intensity tests from new proposed transmitter location during experimental period for 10 days, with portable, 250 w., 1250 kc.

KGDY, Huron, S. Dak.—Granted modification of CP to extend completion date from Aug. 21 to Nov. 21, 1933.

WMSG, New York, and WCDA, New York—Granted consent to voluntary assignment license to Standard Cahill Co., Inc.

KVOR, Colorado Springs, Colo.—Granted consent to voluntary assignment license to S. H. Patterson.

KOAC, Corvallis, Ore.—Granted permission to take depositions of 25 witnesses in re hearing upon application for renewal of license.

KTAR, Phoenix, Ariz.—Granted special temporary experimental authority beginning Sept. 1, and in no event later than March 1, 1934, permitting operation with 500 w. night in addition to regular power of 500 w., to enable practical observations to determine whether interference will result as authorization made pending final decision on application for modification of license to increase night power from 500 watts to 1 kw.

WCAC, Storrs, Conn.—Denied application for modification of license to increase power to 500 w. because of failure to enter appearance within time allowed.

Examiners' Reports . . .

WILL, Urbana, Ill.—Examiner Walker recommended (Report 496; Docket 2024) that application for increase in LS power from 500 w. to 1 kw. be denied on ground that interference with WENR would be aggravated.

WIP, WFI and WLIT, all of Philadelphia—Examiner Hill recommended (Report 497; Dockets 1995, 2051, 2052) that the three applications for authority to increase power from 500 w. to 1 kw. be denied.

NEW, Juan Piza, San Juan, Puerto Rico—Examiner Hill recommended (Report 501; Docket 2092) that Commission affirm its previous action granting applicant CP to operate on 1290 kc. with 500 w. and unlimited hours.

Texas Dry Forces Use Mexican Border Station

26 Broadcasts are Scheduled on XEPN, Baker Outlet, to Fight Repeal

PROHIBITION forces of Texas have contracted for 26 broadcasts of 30-minutes each over XEPN, high power Mexican border station opposite Eagle Pass, Tex., according to an announcement Aug. 11 by Howard W. Davis, sales representative of the station and executive of the Southwest Broadcasting System, operating a group of Texas stations. The contract price for time was declared to be $4,375 for the series.

XEPN, reported to be owned by Norman T. Baker, former Muscatine, Ia., broadcaster whose license was revoked by the Radio Commission more than two years ago, is located at Piedras Negras, Mex., just across the Rio Grande from Eagle Pass. The Davis announcement said the station operates with 100 kw. on 585 kc. The Radio Commission's log, however, shows only 22 kw. The prohibition broadcasts were to begin Aug. 14 and to be continued nightly thereafter at 9:30 p.m.

Speakers Announced

A FORMAL statement, issued by W. D. Bradfield, president of the Southern Methodist University of Dallas, to every minister in Texas and to newspapers, gave details of the radio campaign which is designed to defeat the repeal referendum when it comes up for vote in Texas Aug. 26. It stated that Dr. W. R. White, executive secretary of the prohibition forces, will speak the first two nights and that other probable speakers will include former governors Pat M. Neff, Dan Moody, and Senator Thomas B. Love.

"They have leased this station", Mr. Bradfield stated, "at a contract price of $4,375 and with a hope that friends of prohibition will send in contributions to make it possible to carry the fight, not only to every nook and corner of Texas, but of the whole of the American continent. This station is heard from Maine to California, from Washington to Florida, from ocean to ocean, from pole to pole.

"The prohibition forces have not been given a square deal in the daily press and with radios in Texas and in the United States. Therefore, special permission has been secured from the Mexican government to give the message of prohibition out over this huge super-power station which is located just across the Rio Grande River from Eagle Pass.

Wets Will Be Answered

"THERE will be no restrictions and the facts can be given unconditionally and the false propaganda of the wets will be answered straight from the shoulder. Prohibitionists have suffered from the lack of an avenue, a voice to reach the masses with the facts.

"Therefore, let every loyal prohibitionist make full announcement to his neighbors, telephone the news, every pastor announce it in the pulpit next Sunday that the most stupendous campaign ever undertaken by prohibitionists begins 9:30 p.m. Monday, Aug. 14, the first address by Dr. W. R. White."

XUM

Ventura Crusader Now Asks Editors to Pay For Anti-Radio Screeds

HAVING supplied his "Washington Circus" letter to some 700 newspapers without cost for the last 20 months, H. O. Davis, publisher of the VENTURA FREE PRESS and self-appointed crusader against radio broadcasting, has sent a letter to editors dated Aug. 4 asking them to pay 25 cents a week, payable monthly, for a continuance of the letter. "Radio information," he states, "will dominate."

The "radio information" consists of interpretations by one David Wright (presumably a nom de plume, since he is not listed in the official Congressional press gallery) of broadcasting developments —invariably with aspersions on radio. These are contained in a three printed columns from the "Ventura Free Press Service" over which a standing caption is carried and furnished in mat form.

Mr. Davis says in his letter to editors that "from now on it will be necessary to concentrate the fight in the effort to bring about the passage of the Fulmer radio-investigation resolution. [This measure failed of enactment in the last Congress.] He adds he will be forced to discontinue the "Washington Circus" column "unless a sufficient number of cooperating newspapers pay the bare cost of this service."

RCA Shows Losses

A NET LOSS of $1,268,212 for the first six months of 1933 was reported Aug. 5 in the statement of RCA for that period. This contrasted with a net income of $219,406 during the first half of 1932. Surplus on June 30 amounted to $8,582,972 as compared with $9,851,184 on Dec. 31 last and $11,204,176 on June 30, 1932. Gross income from operations during the first six months of 1932 amounted to $27,149,824, with total income $27,519,438.

MINIMIZING INTERFERENCE

Though Failing To Agree on Wave Division, Mexico Parley Favors Better Technique

AT THE CONCLUDING session of the North American Radio Conference at Mexico City Aug. 9, the delegations of the various governments represented agreed unanimously to submit to their home governments a series of recommendations relating to broadcasting with the objective of minimizing interference and keeping abreast of developments in radio technique. The recommendations follow in full text:

"1. The participating governments shall make observations and measurements necessary to determine the conditions under which each one of them receives the signals of the broadcasting stations of other countries as well as its own with the object that at a later time the specifications and characteristics of the stations to operate on different frequencies can be duly considered.

"2. The present width of 10 kc. for broadcast channels shall be maintained.

"3. The frequencies of the carrier waves for broadcasting shall be assigned in multiple numbers of 10.

"4. In the participating countries the broadcasting stations shall control the frequency of operation in such a way that the frequency of the emitted wave shall not differ more than 50 cycles per second plus or minus from the nominal frequency assigned.

"5. The participating countries shall exchange information respecting the assignment of frequency to and the alteration of power of broadcasting stations in their respective countries.

"6. Directional antennas, the synchronization of stations and other technical means shall be employed where possible in order to reduce the number of frequencies required for a certain number of stations.

"7. The assignment of frequencies for broadcasting to the various participating countries shall be left pending for the time being."

Handbook Gives Hints On Teaching by Radio

Dr. Koon

A HANDBOOK that should be in the hands of every radio production manager and announcer is "*The Art of Teaching by Radio*" by Cline M. Koon, senior specialist in education by radio, U. S. Office of Education. Issued by the Interior Department, it is available from the Superintendent of Documents, Washington, for 10 cents.

The writer covers first "Possible Forms of Broadcasts", then "Preparation of Broadcasts" and finally "Presentation of Broadcasts". While intended primarily for the use of educators, the handbook offers pertinent suggestions on writing and rehearsing programs, particularly of the lecture type.

Valuable advice is given on microphone technique, diction and "hints for greater effectiveness". The handbook also carries an extensive bibliography, listing 91 books and pamphlets.

Finally, however, Dr. Koon suggests that, "Radio personality is more important than rules in determining the success of broadcasting."

TOO LATE TO CLASSIFY

Help Wanted

Wanted, a salesman to sell time on a 1000 watt mid-western radio station in a town of 70,000. Must have newspaper and agency background with full knowledge of merchandising in retail trade. Must be sober and willing to work on a commission basis. Fine future. Box 115, BROADCASTING.

Situations Wanted

Competent engineer, ten years experience, desires connection with station which anticipates rebuilding or expansion. Four years chief engineer Columbia chain station. Best references. Present employment lacks opportunities. Box 114, BROADCASTING.

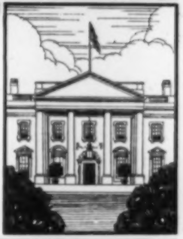
Broadcast Operator four and one-half years' radio experience. Experienced on 5 and 50 kw. and television. Go anywhere. Good references. Address Box 108, BROADCASTING.

"Wide Range" Ready

STUDIOS of World Broadcasting System in New York are now being equipped to record new "wide range" vertical cut transcriptions developed by Western Electric, according to an announcement from Electric Research Products, Inc. Turntable equipment needed to enable stations using Western Electric equipment to obtain full benefit of the improved recordings are to be changed shortly by ERPI without cost to the stations. It is claimed that the new "wide range" system practically doubles the width of the tonal range obtainable from present vertical type records.

Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.



This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE

Opposite the White House

Operate Your Own Frequency-Measuring Service

A GENERAL RADIO harmonic oscillator plus the radio receivers usually found in every operating room enable your operating staff to check transmitter frequency against the 5-megacycle transmissions from the Bureau of Standards. The method is simple and the equipment is inexpensive.

Price $120.00

■

Bulletin 10-B gives complete details. Write for your copy.

■

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

KOIL
OMAHA
YOUR BEST BET IN
THIS RICH MARKET

Radio at Chicago World Fair

(*Continued from page 11*)

gram director and announcer, handles broadcasting arrangements, and with Jack Holden, Joe Kelley and Hal O'Halloran takes announcing assignments. Many WLS broadcasts originate at the PRAIRIE FARMER-WLS Lounge in the Agricultural Building. Tom Rowe, chief engineer, is assisted by Charles Nehlsen, William Anderson, Herbert Wyers, and James Daugherty.

WCFL, with two lines from patchboard to home studios, is represented by Franklin C. E. Lundquist, business manager, assisted by Eva Saron. Howard Keegan and Ralph Parks are among principal announcers. The engineering staff, headed by Maynard Marquardt, includes Franklin George and G. Whitney.

WWAE, a Hammond, Ind. station, completes the list of members of the patchboard agreement. Contacts and arrangements are made by Doris Keane. WWAE has been particularly active in arranging broadcasts, often including home talent, from A Century of Progress studios.

Commercial Interest Grows

IN THE FIRST two months of the Exposition each of the stations and networks has succeeded in carrying brilliant broadcasts. Among highlights have been the opening day ceremonies; presentation of the Guggenheim award to Juan de la Cierva for his achievements with the autogyro; "Romance of A People", the story of the Jews; Children's day programs from Enchanted Island; two three-point broadcasts made possible by a multiple hook-up patchboard arrangement; an airplane view of the Fair broadcast by short-wave; and the Danish day programs with the Danish Premier and Ruth Bryan Owen, Ambassador to Denmark. Broadcasts of equal importance are being arranged daily.

Of particular significance is the increase in commercial activity. While broadcasts have been dominantly sustaining during the first weeks of the Fair, the pendulum is swinging. Commercials formerly on the air from home studios, together with others newly contracted, are proving "naturals" for Fair presentation. White Owl Cigars, Real Silk, Carnation Contented Milk, Household Finance, A and P Gypsys, Big Yank Shirt, Berland's Heart to Heart Club and Blue Ribbon Malt are being heard from Hollywood or other ground locations. Newcomers are being announced as this story is written, two stations reporting that new accounts have been secured within the last few days. Included in the commercial category, also, are prominent dance orchestras, broadcasting from restaurants on the grounds. Ben Bernie, Vincent Lopez, Eddie Sheasby and Maurie Sherman are among Exposition maestros.

Summer Bugaboo Banished

POTENTIAL advertisers, through the initiative of alert commercial men, are beginning to realize the effectiveness of contracting for radio advertising in conjunction with or directly from their World's Fair Exhibits. And even in cases where the prospect has no exhibit he knows that the lustre of the surroundings, the halo of popularity encircling the Exposition, is a guarantee of the merit of such advertising. The summer bugaboo is being swept aside, and the next month will see an increase in A Century of Progress accounts.

The history of radio's participation, from the inception of the 1933 Exposition idea, is worthy of attention. As early as 1927 nine local stations joined in broadcasting a Chicago World's Fair Radio Revue, designed to stimulate interest and activity in the enterprise. The stations were WGN, WMAQ, WENR, WLS, KYW, WCFL, WGES, WEBH and WHT. 1928 saw other programs of similar nature. These continued spasmodically over a period of five years, and approximately six months to the opening broadcasts about the Fair were instituted on an expansive scale. Stations and networks throughout the United States, and particularly in the Chicago area, carried weekly and semi-weekly features. These were often built by members of the Exposition radio staff. In addition, 425 stations received a weekly release titled "Questions and Answers", further publicizing the Exposition. According to the radio office these releases, temporarily discontinued, will soon be again available.

If Press War Comes

(*Continued from page 9*)

tabloid newspapers right in the homes of their customers, with costs to be defrayed by regular ads paid for on a square-inch basis, the same as in regular newspapers.

If the newspaper interests ever let the present rift grow into the dimensions of an open break, it is going to be a battle royal indeed. But there is no question where the odds lie. For the radio people have so many potentialities on their side, so many new and additional services which can be interposed to add variety to the struggle—even to carrying the warfare into the enemy's own camp by means of new processes of electronic photo-engraving and typesetting — based on radio principles—that any newspaper publisher is ill-informed indeed who thinks the newspapers are strategically in a position to start hostilities!

Radio has not one but several aces up its sleeve to combat its slow and lumbering enemy, the printing press—if the sponsors of that estimable institution are ever so foolish to let affairs come to an open break.

THE APPEAL of WKAV, Laconia, N. H., from a decision of the Radio Commission denying it renewal of licenses was dismissed by the Court of Appeals of the District of Columbia July 29 upon request of the station.

Swim

in the ever-changing
waters of Alvon Spring
at
The Greenbrier

You'll feel as though you stepped out of the Fountain of Youth after a swim in the tonic waters of Alvon Spring, which flow constantly through the mosaic pool at The Greenbrier. Convention delegates will enjoy the pool and all other facilities which make The Greenbrier a world-famous center of sport and social activities.

N.A.B. CONVENTION
October 8, 9, 10, 11
The Greenbrier and Cottages
L. R. JOHNSTON, General Manager
WHITE SULPHUR SPRINGS
WEST VIRGINIA
White Sulphur is on the main line of the Chesapeake and Ohio Railway and served by air-conditioned equipment.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Arthur Pryor, Jr.

(Continued from page 19)

Atwater Kent, General Motors and Socony programs. He felt at home right away, for there were many of his old band friends in Pat Conway's band which at that time was playing in the General Motors program.

The job was just the thing he wanted. And he was so particularly fitted for the place that he began striding right along with the constantly growing radio until today his department is regarded as a leader in the art of broadcasting.

Some of the better known of the chain programs are the products of the Pryor department. For instance there are the current Blackstone's Sanderson and Crumit, La Palina's Kate Smith, the Soconyland sketches, the Wildroot program with Johnny and Vee, and the Happy Wonder Bakers who are back on the air with the Men About Town Trio and a show much like the one which became famous a couple of years ago.

In this radio information bureau of a great advertising agency, Pryor has been enabled to build up a department that has won commendation from all sides. Besides its active staff it has under contract artists of about every description used in broadcasting. It can build a program with just a little more than a moment's notice.

Genial to the fullest degree, young Pryor, while he did follow in the footsteps of father and grandfather through part of his career, has branched off today to a position in the radio world where, as he puts it, "A man can have his cake and eat it at the same time."

That is, he still is of the musical profession, although not directly in it.

Radio and Newspapers Cooperate in Honolulu

NEARLY 300 Honolulu advertisers supplemented their newspaper display with radio advertising in 1932, according to Archie B. Sharp, promotion manager of the Honolulu Advertiser. Classifications included: automobiles, accessories and service stations; banks and trust companies; beauty shops; building trades; clothiers; churches; curios; dairies; drugs; florists; fraternal orders; home furnishings; hotels; insurance companies; jewelers; laundries; photographers; public utilities; publishers; radio and music stores; restaurants; steamship lines and travel agencies; theaters; transfer companies; and wholesalers and manufacturers.

There is a close cooperation between radio stations and newspapers in Hawaii. The two leading newspapers, the Advertiser and the Honolulu Star Bulletin, own KGU and KMGB, respectively. These stations are also affiliated with NBC and CBS, respectively, getting their network programs via short waves in lieu of the usual land lines.

AN OPEN LETTER TO
SCOTT HOWE BOWEN

Scott Howe Bowen, Pres.,
Scott Howe Bowen, Inc.,
Chrysler Building,
42nd Street and Lexington Avenue,
New York, N. Y.

Dear Mr. Bowen:

Your recent letter telling of your refusal to handle any cost-per-inquiry business was so refreshing and different, that we cannot refrain from expressing to you our great appreciation. I think the lead your organization is taking in this matter will become general in time and that you shall have deserved much credit for having the foresight to take the initiative in eradicating this Old Man of the Sea from the shoulders of broadcasting.

Certainly every one engaged in the business of broadcasting should feel indebted to Scott Howe Bowen, Inc., for this highly constructive attitude.

Cordially and sincerely,

RADIO STATION WIL,
St. Louis, Mo.

A BINDER
To Hold One Year's Copies
of BROADCASTING

- You will increase the utility of BROADCASTING if you systematically save each copy in a binder especially designed to hold 24 issues (one year's copies). Each issue can be easily slipped into the binder without mutilation—to be removed and replaced at any time.
- Copies of BROADCASTING when kept in this manner provide an easy chronological reference to all the developments that have occurred in the broadcasting field during the preceding year—developments that have been completely and authentically reported.
- The binder will make an attractive addition to your desk or library—bound in black Dupont Fabrikoid, gold embossed and sturdily constructed to serve for years.

Price: $3 Postpaid

(Your name in gold, 25c extra)

BROADCASTING
870 National Press Building
Washington, D. C.

Please send me one binder to hold 24 issues of BROADCASTING. I enclose $3.

Name ______________________

Address ______________________

City ______________________

State ______________________

BROADCASTING
combined with
Broadcast Advertising

Quick Economical Results for Classified Advertisers

•

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

WANTED TO BUY

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

•

Copy should reach this office five days prior to date of publication. Classified ads do the job quickly and economically. 7c per word—cash with order.

•

BROADCASTING
Broadcast Advertising

870 National Press Bldg.,
Washington, D. C.

The Other Fellow's Viewpoint...

First Beer Account

To the Editor of BROADCASTING:

Your issue of July 15th at hand and it is just as full of live and interesting news as ever, more so, if that is possible. Frankly I fail to see how anyone connected with radio can afford to miss an issue of your publication.

On page 6 of your July 15th issue my attention was attracted by a short item, evidently submitted to you by the publicity department of NBC in San Francisco in which it sets forth that "The FIRST western brewery to sign for radio is Cereal Products Corp. (Acme Brew)."

It is true that on July 17th the Acme Brewing Company program went on the air but it was NOT the first western brewery account to launch a campaign over radio.

To be exact the Wunder Brewing Company of Oakland, whose advertising account is directed by Ryder & Ingram, Inc., of Oakland, launched what we believe to be the first radio program on the air on the Pacific coast when they went on the air over Station KLX, Oakland, on Sunday, May 7.

The account is still on this station at the same time, featuring Dot Kay, "The Wunder Girl", in songs of the day.

I call this to your attention merely in the interests of accuracy, knowing full well that you always give each station and account a fair and square break and I feel that if you can be so considerate as to rewrite and publish a small item in a subsequent issue of BROADCASTING it will only be justice to the pioneer brewing account in this area.

Thanking you sincerely for your many past favors and with best wishes for the continued success of your publication.

DOUGLAS G. MONTELL,
Commercial Dept., KLX,
July 28, 1933. Oakland, Cal.

Wants Information

To the Editor of BROADCASTING:

Would appreciate information from stations successfully handling department store advertising.

We are carrying programs for two of our three department stores, but the third wishes out of town references before signing.

For information of other stations, we are running two 15-minute programs each week-day for the Union Dry Goods Company and two for the Dannenberg Co.

Both stores are pleased and will, we believe, give a good report to anyone who might wish to write them.

WILTON E. COBB.
July 26, 1933. WMAZ, Macon, Ga.

HENRY VAN OST, announcer for WMCA, New York, is stationed in the city room of the NEW YORK DAILY MIRROR daily from 2 p.m. until midnight and breaks in any sustaining program with news flashes.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

W. J. CLEARMAN
Radio Consultant
Cases Prepared for Hearing Investigations
308 Barr Bldg.
Phones DIstrict 7766 and 7767
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Attractive proposition to young man with excellent sales ability to operate 100 watt station in city of 125,000. Give reference and past earnings. Box 107, BROADCASTING.

Situations Wanted

Announcer and commercial representative with over three years experience wants commercial managership of small station or to be announcer for station of 1,000 watts or more. Best of references from present employer. Now available. Box 109, BROADCASTING.

Commercial manager. Age 35. Married. Now employed. Desires change. Either manager or sales manager. Six years experience. Prefer chain station or will consider spot broadcasting if you have good list of stations and territory. When answering, state best offer in first letter. Address Box 113, BROADCASTING.

Young lady holding second class radiotelegraph license indorsed for telephone desires work in broadcasting station. Experienced operator and announcer. Typist and musical training. References. Box 104, BROADCASTING.

Commercial man, three year successful record desires connection. Capable of handling entire commercial department. Box 111, BROADCASTING.

Broadcast operator ten years radio experience. Speaks Spanish fluently. Good references. Go anywhere. Address Box 112, BROADCASTING.

Operator-Announcer. Several successful radio years. Excellent references. Modest salary. Go anywhere. Box 110, BROADCASTING.

Wave Parley Ends

(*Continued from page 5*)

ultimate use of frequencies ranging from 1,500 to 1,600 kc. for broadcasting, by each country on the continent.

All of the actual work was consummated during the opening week. On the first day of the conference, the Mexican Secretary of Communications divulged that there had been a secret U. S.-Mexico-Canada conference in San Antonio in March, 1932. It developed that Mexico did not then agree to the U. S.-Canadian suggestions, which ultimately resulted in the May, 1932, agreement between those nations.

At first it was reported that Mexico desired 16 clear channels but was willing to compromise on 12. It refused to recede from the latter figure, and the United States delegation refused to accede. Canada made it clear that it would not countenance any sharing of frequencies with Mexico.

The Mexican attitude on the border station situation, particularly Brinkley's XER and Norman Baker's XENT, gradually changed from one of apparent willingness to eliminate the stations to one of protection. Finally, Mexico demanded the right to assign at least half of the dozen frequencies it sought to border stations, indicating that it wanted them to stimulate American tourist travel in Mexico.

The American delegation, through Chairman Sykes, declined to consider any definite allocations to Mexico without the prior understanding that the "outlaw" border stations would be eliminated. These stations, it was contended, were not truly Mexican, but were designed to serve American audiences and were causing serious interference with stations in this country and in Canada.

It developed also that the "new" Mexican regulations governing the operation of broadcasting stations, announced on the eve of the conference, were not entirely new, but were substantially a restatement of the regulations in force for several years, except as to the provisions governing amateur stations.

As it now stands, Mexico and the Latin American countries are not bound by any international agreement and therefore are free to use whatever frequencies they desire. Mexican engineers indicated that there is a high power movement under way in Mexico, and that it is not unlikely that some 500 kw. stations will be built. In fact, construction permits for three such stations have already been issued by Mexico.

The American delegation left Mexico City Aug. 11 aboard a special air conditioned Chesapeake & Ohio train. It will arrive in Washington Aug. 15.

ALTHOUGH definite arrangements have not been announced, a statement from Columbia Pictures Corp., New York, says that a nation-wide network and spot broadcasting will be used as part of a $100,000 advertising campaign for its first production, "Lady for a Day". The film company recently announced it has plans under way for a widespread radio campaign this fall and winter.

DOLLAR FOR DOLLAR

WCKY is the advertiser's Best Buy in the Cincinnati market.

L.B.Wilson